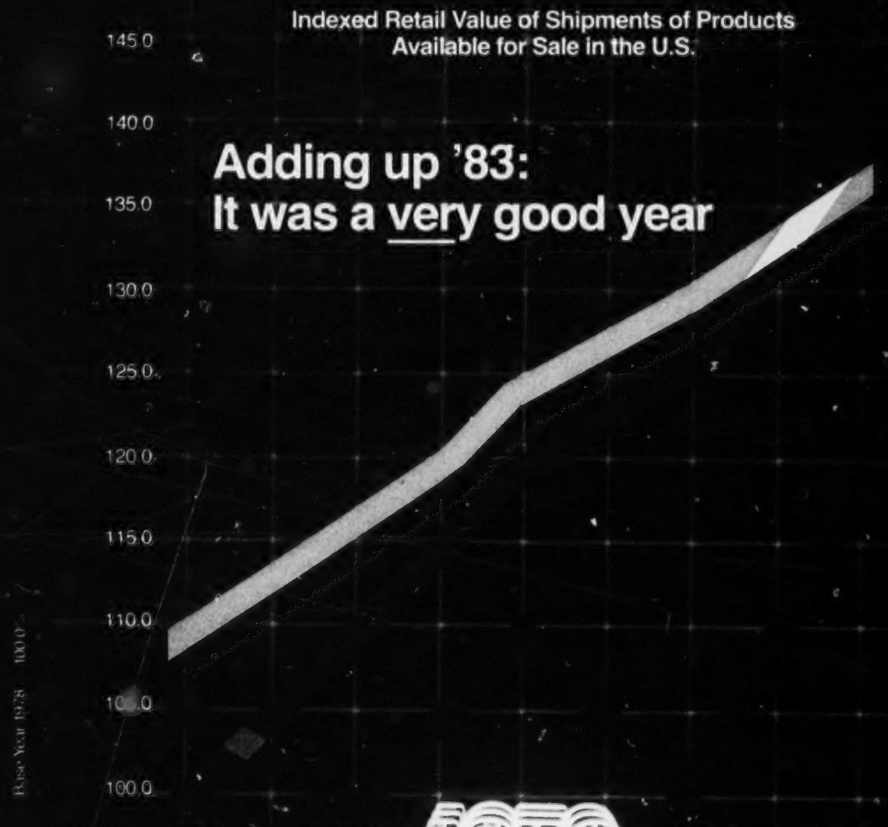
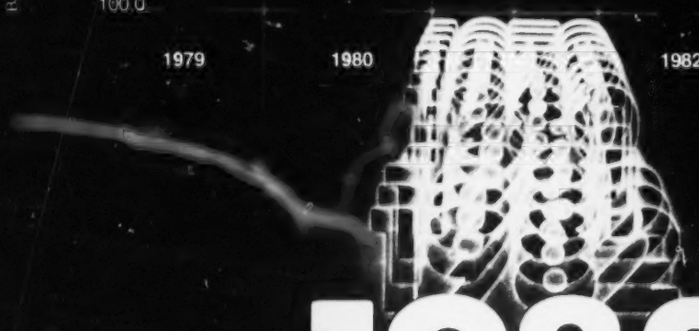
3/22/84
C4200-1

Merchandising
Home and Auto Electronics • Housewares • Major Appliances





1983 62nd ANNUAL STATISTICAL & MARKETING REPORT

Consumer Electronics
(excluding computers)
Electric Housewares
Major Appliances

Also in this issue:

A GRALLA PUBLICATION
Executive Office: 1515 Broadway, New York, NY 10036 212/869-1300

Lee Rath . . . . . editor
Aaron Neretin . . editorial and marketing consultant

EDITORIAL STAFF
Editor . . . . . Lee Rath
Managing Editor . . . . Nancy Markov
Sr. Assoc. Editors . Stephanie Flory
Michele Tomasik
Associate Editor . . . . . Cheryl Fish
Assistant Editor . . . . Michael Garry
Field Editors . . . Debbie Rosenblum
Marilyn Sibirski
Pat Stoll
Management Corres. . . . . Solomon J. Cooper
Security Editor . . . . . Diane Botnick
Washington Corres. . . . . Bob Gatty
Financial Corres. . . . Allen Fishman
Training Corres. . . . . . Michael Currie
Editorial Director . . . Howard Rauch
Research Director . Robert Leibson
Research Manager . . . . Selma Book

MARKETING/SALES SERVICES
Director . . . . . Susan Matthews
Promotion Director Peggy I. Scholtz
Promotion Manager . . . Alan Levine
Production Director . . . Barry Miller
Production Manager . . Jody Neblett
Production Asst. . Pamela C. Wood
Circulation Director . James Fischer
Circulation Manager Barbara Iavaroni
Classified Manager . Nancy Berman

SALES OFFICES
Eastern Regional Office:
1515 Broadway, NY 10036
Susan Matthews (212) 869-1300
Edward Judge
Midwest Regional Office:
3525 W. Peterson Ave.,
Chicago, IL 60659
Robert Sarra, II (312) 463-1102
West Coast Regional Office:
16200 Ventura Blvd., Encino, CA 91436
Phil Wexler (213) 788-0271

GRALLA PUBLICATIONS
Bank Systems & Equipment • Catalog Showroom Business • Contract • Facilities Design & Management • Giftware Business • Health Care Systems • Impressions • Kitchen & Bath Business • Meeting News • Multi-Housing News • National Jeweler • Premium/Incentive Business • Sporting Goods Business • Travel Agents Marketplace

PRESIDENT—Lawrence Gralla **EXECUTIVE VICE PRESIDENT**—Milton Gralla **VICE PRESIDENTS**—Howard S. Rauch, Frank A. Rizzo, Peggy I. Sholtz, Rosalind Schacknow, Marshall D. Siegel, Morton L. Silverman

MERCHANDISING (USPS 104-810) (ISSN 0362-392C) is published monthly by Gralla Publications, 1515 Broadway, New York, NY 10036. Telephone (212) 869-1300. Circulated free of charge to individuals involved in the retailing of major appliances, housewares and consumer electronics. All other U.S. subscriptions $33.00 per year. Foreign subscriptions $55.00 per year. Single copies $4.00 except for March and May issues $15.00. Second Class postage paid at New York, NY and additional mailing offices.

SUBSCRIPTION INFORMATION AND ADDRESS CHANGES: Write to MERCHANDISING, Circulation Department, Room 930, 1501 Broadway, New York, NY 10036. Change-of-address notices should be sent promptly, provide old as well as new address, include ZIP code number and address label from recent issue. Please allow one month for change of address to become effective.

POSTMASTER: Send address changes to MERCHANDISING, Circulation Department, Room 930, 1501 Broadway, New York, NY 10036. Second Class postage paid at New York, NY, and additional mailing offices.

MERCHANDISING is a member of the Audit Bureau of Circulations.

CURRENT AND BACK COPIES of Merchandising and Merchandising Week are available in microfilm from University Microfilm, Ann Arbor, MI 48106

Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

March 1984
Our 77th Year
Vol. 9, No. 3

Merchandising

62nd Annual Statistical & Marketing Report

Cover Stories

62nd Annual Statistical & Marketing Report
15 Introduction
16 Major Appliances
22 Consumer Electronics
28 Housewares
33 World Marketing
36 Market Profile

Also in this issue:
49 Dealers strike gold with computer books
37 Making the most of the microwave boom
75 Makro rethinks the housewares business

Major Appliances

11 Trendings: Before a buyer chooses a compact microwave, make sure it fits his needs
37 Under-$300 retails, features draw buyers; gains up to 100% reported for microwaves
37 Induction cooking gets big push from suppliers
38 Small microwaves generate big sales at $200 and under

Computers

7 Trendings: Will home computers follow games into the Twilight Zone?
49 Retailers realize fast turns, high margins from rack-jobbed computer book displays
50 Vendors pledging big bucks to push computer software

Telephones & Personal Electronics

10 Trendings: Set goals now to achieve competitive edge in 1984
54 Selling refurbished phones boosts profits, lures new customers
56 Robots, character telephones make a big splash at Toy Fair

Video & Audio

9 Trendings: Attract music video customers with in-store promos, radio ads
59 Hi-Tek nabs 'those who want the best' by selling only Beta and laserdisc formats
59 Movie club allows its customers to preview films before buying them
60 Selling 'high-end' car stereos is basic biz for All States in St. Pete
61 Lower prices, more features expected to expand CD market
62 Ticket, trip giveaways spark promo efforts as videotape vendors battle for market share
63 New features, lower prices to propel portable audio sales
64 Eight-mm programming is at least two years from reality, say previd vendors
68 Congress appears reluctant to rule on videotape royalties issue

Housewares

8 Trendings: Videodiscs serve the needs of both today and tomorrow
75 Did you suddenly run short of merchandise? Makro outlets will sell it to you wholesale
76 Sales of air purifiers change from low- to high-end models
77 Talking timepieces can call attention to your clock department

Store Operations

81 Pinpointing financial goals is one good way to make job descriptions more effective
81 Don't overlook low-cost financing from savings and loans
82 Ask questions during all training sessions
82 Retailers may soon impose fees on credit card users

Departments

86 Classified Ad Mart
4 Editorially Speaking
4 From the Capital
86 Index to Advertisers
51 New Releases in Computer Software
72 New Releases in Prerecorded Video
52 Newslines: Computers
78 Newslines: Housewares
49 Newslines: Major Appliances
57 Newslines: Telephones & Personal Electronics
66 Newslines: Audio & Video
6 Overview
53 Product Picture: Computers
80 Product Picture: Housewares
41 Product Picture: Major Appliances
58 Product Picture: Telephones & Personal Electronics
71 Product Picture: Video & Audio
81 Today's Financing
72 Top 50 in Prerecorded Video
82 Training Tips
7 Trendings in Computers
8 Trendings in Housewares
11 Trendings in Major Appliances
10 Trendings in Telephones & Personal Electronics
9 Trendings in Video & Audio
81 You & Your Employees

62ND ANNUAL STATISTICAL AND MARKETING REPORT

1983 was a year of rebuilding for consumer electronics, major appliances and housewares.

One huge, collective sigh of relief. That's what those with their ear to the industry heard as 1983 drew to a close.

For many manufacturers of consumer electronics, major appliances and housewares, it was a year of revival. Many old products sprang back to life. Some younger ones seized their chance to shine. And a number of new introductions took off faster than anyone had thought possible.

Fun with numbers

Looking at the figures, we find that the major appliance industry experienced probably the biggest bounce back to health. Unit shipments climbed a whopping 19.3 percent in 1983 over 1982. This compares with a 13.1 percent drop the year before.

And while retail prices were up only 0.3 percent, retail value of all units shipped soared 19.7 percent, further indication of what a strong year it was.

Consumer electronics experienced a 13 percent jump in unit shipments, its largest gain in years and more than double the 5.3 percent increase experienced in 1982 over 1981.

Here, retail prices actually dropped, by 0.4 percent. Still, retail value of the products shipped registered a gain of 12.5 percent.

Housewares also showed good growth, although not quite as much as the other two hardgoods categories tracked. Unit shipments climbed 6.7 percent, compared with a 1.2 percent drop last year. Retail prices were up 2.4 percent, with retail value increasing 9.2 percent.

All in all, a very good year.

And the winners are...

Looking at the industry product by product, we find a number that really stood out in 1983, a few (other than those actually introduced last year) that managed to generate growth of greater than 100 percent in units shipped.

In this august group, we find telephones (+246.6%), computer furniture (+166.7%), telephone answerers (+141.2%) and, of course, personal computers (+130.8%).

Next in line for glory are products that generated increases ranging from 50 to 100 percent. Here we find VCR's (+98%) and blank videocassettes (+60.6%).

Many products found their shipments increased between 25 and 50 percent in 1983, including video cameras (+49.6%), prerecorded videocassettes (+47.6%) and videodisc players (+30%). A large number of major appliances fell into this bracket: microwave ovens (+43%), electric ranges (+39.1%), dishwashers (+40%) and disposers (+30.5%).

Finally, singled out for honors, are even more products that produced an increase in shipments ranging from 10 to 25 percent.

In consumer electronics, this includes color TV's (+22.5%), projection TV's (+21.7%), scientific calculators (+19.5%), radar detectors (+16.7%), equalizers (+16.2%), quartz watches (+15.4%), printer calculators (+15%) and videogame software (+12%).

Major appliances in this category include refrigerators (+20.4%), dryers (+19.1%), compact refrigerators (+15.2%), gas ranges (+14.1%), washers (+13.8%) and electronic air cleaners (+10.1%).

A vast number of housewares also generated this kind of growth last year. They include waffle iron/sandwich grills (+22.2%), ceiling fans (+21.9%), hand-held massagers (+18%), electric woks (+17.9%), coffee grinders (+13.3%), bathroom scales (+13.2%), massager foot-baths (+11.7%), electronic bug killers (+11.6%), cookware and bakeware (+11.3%), deep fryers (+11%), microwave cookware (+10.5%) and facial saunas (+10%).

Needless to say, this same sort of analysis done last year would have yielded a much shorter list. Which is to say, once again, hurray for '83.

What about tomorrow?

As for 1984, we are off to a good start. The question now is whether or not that lead can be sustained. At press time, some economists are claiming that the recovery will continue, while others are saying no, it will not.

Which leaves us pretty much right were we usually stand, working as hard as we can and hoping for the best—that 1984 will end up just as '83 did, a great year ending on a note of promise.

—Lee Rath
editor

How we did it

The data presented in *Merchandising's* 62nd Annual Statistical and Marketing Report is based on information provided by leading manufacturers (and/or their agencies) of the many product lines listed. While most of the information was gotten via mailed questionnaires, a considerable number of in-person and telephone interviews were conducted by *Merchandising's* editors in an attempt to make the number of respondents as sizable as possible.

Survey participants were asked to give their best estimates of the percent change in the number of units shipped, industrywide, for the particular line of merchandise in question. The period covered was the calendar year being surveyed as compared with the previous year. For this report, the 62nd in the series, the change requested was for 1983 vs. 1982. Where a potential respondent was not in considerable agreement with our estimate for 1982 (printed in March 1983), that informant was asked to provide his "corrected" 1982 figure. Respondents were advised that "shipments" as used in this study, include products imported from foreign companies, but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represent the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 62nd annual report is based on consensus rather than census. The questions asked of our respondents, whether by questionnaire or by interview, referred to their opinions of the industrywide changes rather than to individual company performances. None of the manufacturers were asked for the annual changes in their own company's shipments, or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

It is understandable, therefore, that information that these manufacturers get from government agencies, market research companies, and their own trade associations (the Electronic Industries Association/Consumer Electronics Group, the Association of Home Appliance Manufacturers, the National Housewares Manufacturers Association among them) would influence the answers to *Merchandising's* questions and, therefore, the results printed here. In some cases, the consensus provided us was so supportive of the estimates distributed by one or more of the aforementioned associations, that the figure we published was very close to the one provided by that organization. In those cases where *Merchandising's* estimates were significantly different than that of a leading association, the reason was usually because of some differences in definition, or that we include imports, or exclude exports... or all of these combined.

The editors of *Merchandising* and its market research staff are grateful to the many manufacturers, and their agencies who gave us the benefit of their knowledge of these industries. This report and its many predecessors were made possible by their cooperation.

—Robert Leibson
research director

CONTENTS

Introduction 15
Major Appliances 16, 18, 20
Electronics 22, 23, 25, 26
Housewares 28, 30, 31, 32
Exports 33
Imports 34, 35
Market Profile 36

Statistical matter for this survey was collected and compiled by **Selma Book**, market research manager, and **Matea Esguerra** and **Pat Jagbandhansingh**, research associates. Telephone work was handled by editorial trainee **Susan Kirsch**.

Design: **Bralow Ink**

5 YEAR TABLES MAJOR APPLIANCES

62ND ANNUAL STATISTICAL AND MARKETING REPORT

PRODUCTS	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)	1979 NUMBER SHIPPED (000)	1979 RETAIL VALUE ($000)
AIR TREATMENT										
Air Cleaners, Electronic, Total	**196**	**82,032**	**178**	**72,354**	**230**	**90,955**	**224**	**82,912**	**247**	**87,370**
Portable (room type)*	61	17,209	55	15,455	65	17,563	60	15,180	56	12,880
Central and Duct-mounted	135	64,823	123	56,899	165	73,392	164	67,732	191	74,490
Air Conditioners, Room†	2,005	881,939	2,747	1,173,174	3,547	1,426,355	3,187	1,185,564	3,749	1,327,146
Dehumidifiers	494	90,032	492	87,911	601	102,272	718	110,572	684	97,812
Total Air Treatment	**2,695**	**1,054,003**	**3,417**	**1,333,439**	**4,378**	**1,619,582**	**4,129**	**1,379,048**	**4,680**	**1,512,328**
KITCHEN APPLIANCES										
Dishwashers, Total	**3,054**	**1,205,383**	**2,181**	**846,096**	**2,573**	**952,263**	**2,721**	**959,454**	**3,488**	**1,138,216**
Portable	267	113,771	235	98,754	313	124,086	393	146,982	504	174,384
Undercounter & Other	2,787	1,091,612	1,946	747,342	2,260	828,177	2,328	812,472	2,984	963,832
Disposers, Food Waste	3,514	395,009	2,693	293,052	3,067	320,930	2,885	276,960	3,316	295,124
Freezers, Total (10 cu. ft. & over)†	**1,166**	**568,077**	**1,290**	**621,105**	**1,589**	**723,635**	**1,715**	**731,402**	**1,859**	**699,270**
Chest	617	289,256	719	335,399	891	393,216	951	393,714	1,001	360,360
Upright	549	278,821	571	285,706	698	330,419	764	337,688	858	338,910
Microwave Ovens, Total†	**6,006**	**2,586,182**	**4,201**	**1,979,006**	**4,575**	**2,275,349**	**3,585**	**1,612,354**	**2,815**	**1,310,950**
Countertop/Over-the-range	5,521	2,114,568	3,794	1,578,076	4,104	1,789,344	3,320	1,347,920	2,535	1,039,350
Combination Units	290	297,420	245	247,930	303	316,355	265	264,434	280	271,600
Microwave/Convection	195	174,194	162	153,000	168	169,650	**	**	**	**
Ranges, Electric, Total†	**2,839**	**1,299,044**	**2,041**	**901,755**	**2,413**	**1,026,028**	**2,544**	**1,048,176**	**3,003**	**1,151,502**
Freestanding††	2,210	1,021,573	1,590	706,707	1,852	799,188	1,952	817,888	2,244	870,672
All Other††	629	277,471	451	195,048	561	226,840	592	230,288	759	280,830
Ranges, Gas, Total	**1,578**	**694,995**	**1,383**	**584,773**	**1,501**	**619,473**	**1,534**	**582,877**	**1,794**	**643,498**
Freestanding, Set-in††	1,395	588,969	1,220	493,844	1,306	513,258	1,323	477,603	1,538	524,458
High Oven	87	61,910	78	53,371	96	63,744	107	63,986	128	71,552
Built-in††	96	44,116	85	37,558	99	42,471	104	41,288	128	47,488
Ranges, Smoothtop	104	65,879	103	63,654	134	80,400	155	93,000	220	139,040
Refrigerators (6.5 cu. ft. & over)†	5,255	3,607,137	4,365	2,937,470	4,997	3,227,262	5,173	3,093,454	5,701	3,186,859
Trash Compactors	152	46,406	145	42,689	171	48,843	191	50,615	239	60,256
—Duplication†††	– 394	– 363,299	– 348	– 311,584	– 437	– 396,755	– 420	– 357,434	– 500	– 410,640
Total Kitchen Appliances	**23,274**	**10,104,813**	**18,054**	**7,958,016**	**20,583**	**8,877,428**	**20,083**	**8,090,858**	**21,935**	**8,214,075**
HOME LAUNDRY										
Dryers, Total (25" or more in width)	**3,111**	**1,102,076**	**2,612**	**897,860**	**2,892**	**921,090**	**2,933**	**858,442**	**3,333**	**905,517**
Electric	2,456	856,530	2,026	682,681	2,221	692,950	2,257	645,502	2,565	679,725
Gas	655	245,546	586	215,179	671	228,140	676	212,940	768	225,792
Washers, Total (25" or more in width)	**4,315**	**1,931,793**	**3,791**	**1,640,534**	**4,195**	**1,676,135**	**4,254**	**1,641,930**	**4,666**	**1,706,364**
Automatic & Semi-Auto	4,264	1,918,160	3,714	1,620,492	4,081	1,648,724	4,122	1,611,702	4,480	1,666,560
Wringer & Spinner	51	13,633	77	20,042	114	27,411	132	30,228	186	39,804
Total Home Laundry	**7,426**	**3,033,869**	**6,403**	**2,538,394**	**7,087**	**2,597,225**	**7,187**	**2,500,372**	**7,999**	**2,611,881**
COMPACT APPLIANCES										
Refrigerators (Under 6.5 cu. ft.)	568	116,605	493	99,714	534	103,852	543	101,541	498	86,154
Freezers (Under 10 cu. ft.)	242	74,626	225	69,593	291	87,300	310	86,800	282	70,500
Washers (24" or less in width)	278	83,622	252	74,315	284	82,110	266	73,948	299	75,647
Dryers (24" or less in width)	171	59,238	166	56,379	206	66,950	207	66,033	218	63,220
Total Compact Appliances	**1,259**	**334,091**	**1,136**	**300,001**	**1,315**	**340,212**	**1,326**	**328,322**	**1,297**	**295,521**
GRAND TOTAL— MAJOR APPLIANCES	**34,654**	**14,526,776**	**29,010**	**12,129,850**	**33,363**	**13,434,447**	**32,725**	**12,298,600**	**35,911**	**12,543,805**

*Retailing for $200 or more
**Not broken out separately
†See Highlights charts for further breakdown
††Includes microwave oven combinations
†††Microwave oven combinations and Smoothtop ranges

(See 'How we did it,' page 15, for credits)

MAJOR APPLIANCE HIGHLIGHTS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

ROOM AIR CONDITIONER SHIPMENTS BY SIZE OF UNIT

Size in Btu's	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
Under 7,000	623	31.1%	827	30.1%	−24.7%
7,000-10,999	556	27.7	704	25.6	−21.0
11,000-19,999	649	32.4	982	35.8	−33.9
20,000 & Over	177	8.8	234	8.5	−24.4
Total	2,005	100.0%	2,747	100.0%	−27.0%

ROOM AIR CONDITIONER SHIPMENTS BY E.E.R. RATING

Type	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
High (7.5 & Over)	1,018	50.8%	1,368	49.8%	−25.6%
Low (Under 7.5)	987	49.2	1,379	50.2	−28.4
Total	2,005	100.0%	2,747	100.0%	−27.0%

MICROWAVE OVEN SHIPMENTS BY TYPE

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Countertop	4,951	$1,832,811	3,334	$1,327,098
Over-the-Range	570	281,757	460	250,978
Total	5,521	$2,114,568	3,794	$1,578,076

MICROWAVE OVEN/RANGE COMBINATION SHIPMENTS BY TYPE OF UNIT

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Single Cavity	39	$ 36,514	35	$ 32,348
Double Oven, Gas	35	35,469	29	29,098
Double Oven, Electric	216	225,437	181	186,484
Total	290	$297,420	245	$247,930

MICROWAVE/CONVECTION OVEN SHIPMENTS BY TYPE OF UNIT

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Countertop	142	$ 97,980	117	$ 87,750
Full Range Size	53	76,214	45	65,250
Total	195	$174,194	162	$153,000

ELECTRIC RANGE SHIPMENTS BY TYPE OF UNIT

Type	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
Freestanding	2,210	77.8%	1,590	77.9%	+39.0%
Slide-in	144	5.1	103	5.0	+39.8
Drop-in	122	4.3	85	4.2	+43.5
Cooktop	188	6.6	136	6.7	+38.2
Built-in Wall Oven	175	6.2	127	6.2	+37.8
Total	2,839	100.0%	2,041	100.0%	+39.1%

ELECTRIC RANGE SHIPMENTS BY CLEANING SYSTEM

Type	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
Self-Cleaning	1,147	40.4%	828	40.6%	+38.5%
Continuous-Cleaning	538	19.0	389	19.0	+38.3
All Other	1,154	40.6	824	40.4	+40.0
Total	2,839	100.0%	2,041	100.0%	+39.1%

GAS RANGE SHIPMENTS BY CLEANING SYSTEM

Type	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
Self-Cleaning	198	12.5%	168	12.1%	+17.9%
Continuous-Cleaning	490	31.1	431	31.2	+13.7
All Other	890	56.4	784	56.7	+13.5
Total	1,578	100.0%	1,383	100.0%	+14.1%

PERCENT OF GAS RANGES SHIPPED WITH PILOTLESS IGNITION

Type	1983	1982	Percent Point Change
Pilotless Ignition	80.5%	78.2%	+2.3

PERCENT OF RANGES SHIPPED WHICH ACCEPT OPTIONS (i.e. grills, griddles, deep fat fryers, rotisseries)

Type	1983	1982	Percent Point Change
Electric ranges	10.8%	10.6%	+0.2
Gas ranges	4.3	4.0	+0.3

REFRIGERATOR SHIPMENTS BY SIZE OF UNIT

Size in Cubic Feet	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
6.5 to 11	349	6.6%	304	7.0%	+14.8%
12 & 13	347	6.6	300	6.9	+15.6
14 & 15	1,254	23.9	1,042	23.9	+20.3
16 & 17	1,278	24.3	1,049	24.0	+21.8
18 & 19	976	18.6	806	18.4	+21.1
20 & 21	568	10.8	475	10.9	+19.6
22 & Over	483	9.2	389	8.9	+24.1
Total	5,255	100.0%	4,365	100.0%	+20.4%

REFRIGERATOR SHIPMENTS BY FREEZING COMPARTMENT*

Type	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
Top-Mount	4,125	78.5%	3,336	76.4%	+23.7%
Bottom-Mount	89	1.7	84	1.9	+ 6.0
Side-By-Side	711	13.5	627	14.4	+13.4
Single Door	330	6.3	318	7.3	+ 3.8
Total	5,255	100.0%	4,365	100.0%	+20.4%

*For Refrigerators 6.5 cu. ft. and over

MAJOR APPLIANCE HIGHLIGHTS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

Major appliance shipments skyrocket in most categories, and suppliers agree that the growth trend will continue

Major appliances really pulled their weight in the consumer durables market in 1983, showing a shipment gain of 19.5 percent. As interest rates dropped, home building starts increased to an annual level of 1.7 million units, disposable dollars loosened up and consumers went out and bought. Many purchased the appliances they had put off buying for several seasons, accounting for shipment gains in all categories except room air conditioners and freezers.

Heavy consumer buying emptied retail and distributor inventories, demanding quick refills by manufacturers. But spot shortages cropped up anyway. Gone are the days when suppliers produce on speculation. Only in-house orders make today's production lines hum. And hum they did, necessitating extra shifts at many plants and the rehiring of laid-off employees.

Hot temps mean sales

Shipments were down in room air conditioners in 1983 by 27 percent. So why are manufacturers smiling? Because the pipelines clogged by 1982's disastrous season are now empty. Hot temperatures last summer moved goods but they were the product that had been carried over from the year before, negating the need for much additional inventory. Now, retail shelves and distributor warehouses are cleaned out and the industry is off to a good start in 1984. Pre-season orders were healthy. All we need now is another hot summer.

Of the air conditioners that were shipped in 1983, a great number of models were smaller units for that consumer anxious to spot cool rooms and turn off the central system. Under 7,000-Btu models represented 31.1 percent of the total shipped; 7,000- to 10,999-Btu models accounted for 27.7 percent, gains of one and 2.1 percentage points, respectively.

Units with high E.E.R.'s edged up slowly, accounting for 50.8 percent of the models shipped last year, compared with 49.8 percent in 1982. Contributing to the growth here were more widespread programs by several public utilities to provide rebates to consumers using high-efficiency units.

Microwave market explodes

"The year of the microwave" is how 1983 has been labelled. Total shipments for the year were up 43 percent; countertop and over-the-range units showed the phenomenal gain of 45.5 percent. The year may have begun on a sluggish note, but by the end of the second quarter, sales were brisk; at the end of the year, all hell broke loose. Many models were just sold out. But smart retailers managed to keep most consumers from walking.

What accounted for a lot of the activity in 1983 was the overwhelming strength of compact ovens, defined by most suppliers as units at 0.8 cu. ft. and under. The mass merchants were the champions in moving product here. They picked up on this size range in large numbers and easily sold massive quantities of ovens at $199 and under price points as if they were popcorn poppers.

But compacts were equally as strong in all outlet types. They provided all retailers with a vehicle with which to expand their market. Compacts appeal to the price-conscious, space-tight consumer. The small sizes and affordable retails made first-time purchasers of many non-owners. Compacts also gave a boost to the two-oven family segment. A multiple TV household is common. The same trend is becoming apparent in microwaves as ovens find their way into summer homes, family rooms, basements, etc.

But man does not cook by microwaves alone. Ranges showed remarkable growth last year as consumers replaced many of the units that had been limping along with broken burners, etc. for a few seasons.

While the renewed strength of the builders' market dealt this category a healthy boost, the remodelling market added even more sales to the total picture. Consequently, electric range shipments grew by 39.1 percent to 2.8 million units last year, gas units increased 14.1 percent to 1.6 million units.

That large box essential in every kitchen—the refrigerator—also zoomed ahead in shipments last year, 20.4 percent to 5.2 million units, again the result of the stronger builders' market and the need to replace many units purchased in the late sixties and early seventies.

REFRIGERATOR SHIPMENTS BY DEFROSTING SYSTEM*

Type	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
No-Frost	4,643	88.4%	3,809	87.3%	+21.9%
All Other	612	11.6	556	12.7	+10.1
Total	5,255	100.0%	4,365	100.0%	+20.4%

FREEZER SHIPMENTS BY SIZE OF UNIT

Size in Cubic Feet	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
10-14	209	17.9%	236	18.3%	-11.5%
15	312	26.8	340	26.4	- 8.1
16 & 17	197	16.9	221	17.1	-10.9
18 & 19	120	10.3	135	10.5	-11.5
20 & Over	328	28.1	358	27.7	- 8.5
Total	1,166	100.0%	1,290	100.0%	- 9.6%

FREEZER SHIPMENTS BY DEFROSTING SYSTEM

Type	1983 Units (000)	Percent of Total	1982 Units (000)	Percent of Total	Percent Change 1983/1982
No-Frost	82	7.0%	113	8.8%	-27.4%
All Other	1,084	93.0	1,177	91.2	- 7.9
Total	1,166	100.0%	1,290	100.0%	- 9.6%

*For Refrigerators 6.5 cu. ft. and over

But even though new homes are reportedly being built with smaller dimensions, this trend apparently has not had much effect on the kitchen. There is little evidence of downsizing in refrigerators. Today's consumer still wants capacity to store the food from weekly shopping trips. And most are still content with the top-mount configuration. It represented 78.5 percent of the units shipped in 1983, compared with 76.4 percent in 1982.

Although accounting for a smaller percentage of the total number of units shipped last year—13.5 percent compared with 14.4 percent in 1982—side-by-sides showed healthy growth in overall shipments—up 13.4 percent, as many consumers traded up to the high-end models in refrigerator lines, which sport features like ice and water through the door.

Laundry shipments gain

Laundry is one category that doesn't rise and fall according to the health of the builders' and remodelling markets since these units are still often not in the kitchen, but are instead relegated to basements, garages, etc. But here, too, shipments are up.

Automatic and semi-auto washers were ahead 14.8 percent in shipments last year to 4.3 million units. Flailing, however, are wringer and spinner units, down 33.8 percent to 51,000 units. One reason for the decline here is the exit of one major manufacturer from the category.

Dryers, a more postponeable purchase than washers, showed gains of 19.1 percent to 3.1 million units for the year. What helped move goods here were the efforts of many retailers to promote laundry products as pairs, offering special price incentives, soap giveaways, etc., for a double purchase.

The improved economy has also given a shot of adrenalin to the compact appliance market with gains in both laundry and refrigeration products. In fact, at least one supplier entered the washer market during the past year and another is re-entering the arena, attesting to the potential of the category. Shipments last year jumped 10.2 percent to 278,000 units.

Compact refrigerators are on an upward streak and will continue on that track as long as disposable dollars remain available, say suppliers. Shipments were ahead 15.2 percent for 1983. Here, too, more players are being added—one major foreign supplier recently threw its hat into the ring.

—Nancy Markov
managing editor/major appliances

5 YEAR TABLES HOME AND AUTO ELECTRONICS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

PRODUCTS	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)	1979 NUMBER SHIPPED (000)	1979 RETAIL VALUE ($000)
VIDEO										
TV, B&W, Total†	**5,761**	**613,623**	**5,750**	**625,784**	**5,542**	**615,659**	**6,149**	**684,891**	**6,281**	**681,867**
Portable & Table	5,755	612,102	5,738	622,745	5,529	612,300	6,132	680,763	6,258	675,864
Console & Combo	6	1,521	12	3,039	13	3,359	17	4,128	23	6,003
TV, Color, Total†	**13,939**	**6,695,209**	**11,377**	**5,640,732**	**11,262**	**5,664,969**	**10,855**	**5,283,773**	**9,793**	**4,617,829**
Portable & Table	11,131	4,696,503	8,928	3,883,501	8,788	3,880,869	8,418	3,560,814	7,530	3,094,830
Console & Combo	2,808	1,998,706	2,449	1,757,231	2,474	1,784,100	2,437	1,722,959	2,263	1,522,999
TV, Projection	142	284,924	117	277,242	121	271,878	77	209,902	63	182,700
Videocassette Recorders†	4,020	2,302,662	2,030	1,344,000	1,330	1,057,058	804	699,966	478	431,292
Video Cameras†	410	357,992	284	265,443	186	186,309	115	120,056	73	62,048
Prerecorded Videotape/Cassettes†	9,606	520,655	6,510	407,218	5,172	379,928	3,151	209,558	2,158	153,910
Videodisc Players†	312	106,392	240	93,000	160	80,200	**	**	**	**
AUDIO/HIFI										
Components, Total	**8,599**	**1,518,149**	**8,192**	**1,474,749**	**8,431**	**1,561,173**	**8,919**	**1,704,213**	**9,087**	**1,668,645**
Receivers	1,550	390,213	1,421	380,970	1,440	419,746	1,465	414,595	1,450	398,750
Amps and Pre-Amps	360	166,869	365	166,217	358	173,058	349	160,966	360	155,120
Tuners	221		201		193		184		194	
Turntables (Excluding OEM)	2,120	280,285	2,239	314,214	2,304	321,754	2,336	310,688	2,433	316,290
Speakers (Components Only)	3,237	452,144	2,970	418,206	3,197	453,814	3,735	623,578	3,850	600,600
Equalizers	186	23,179	160	19,840	155	19,375	134	16,348	125	14,375
Compact Disc Players	45	33,300	**	**	**	**	**	**	**	**
Tape Decks, Total	**880**	**172,159**	**836**	**175,302**	**784**	**173,426**	**716**	**178,038**	**675**	**183,510**
Cassette	775	141,019	707	137,292	634	129,596	545	117,265	495	113,850
8-Track	39	5,004	49	6,570	60	8,460	68	10,200	72	10,800
Open Reel	66	26,136	80	31,440	90	35,370	103	50,573	108	58,860
Cartridges (Excluding OEM)	3,774	122,466	3,629	117,543	3,699	115,409	3,745	112,350	3,500	98,000
Headphones	2,809	125,225	2,584	114,058	2,241	113,041	2,080	180,173	2,000	97,983
Compact Systems, Total††	**2,748**	**549,822**	**2,966**	**583,753**	**3,578**	**692,764**	**3,945**	**883,705**	**4,341**	**939,028**
Cassette Bimode	76	13,607	83	14,890	77	15,015	80	14,880	73	14,162
8-Track Player Bimode	88	8,628	134	13,137	248	25,594	310	39,990	383	54,769
8-Track Player Trimode***	277	34,342	409	50,708	572	74,646	637	110,838	777	140,637
8-Track Recorder Bimode	107	10,966	158	16,276	274	29,099	321	56,817	417	79,230
Changer Bimode***	102	10,768	160	16,891	200	23,460	233	32,154	268	37,788
8-Track Recorder Trimode***	364	56,893	457	71,790	783	125,515	974	223,046	1,188	283,932
Cassette Trimode***	1,500	354,585	1,337	341,684	1,176	328,457	1,060	281,960	1,235	328,510
Cassette, Quadmode***	234	60,033	228	58,377	248	70,978	330	124,020	*	*
Personal Portable Stereos, Total	**6,253**	—	**5,652**	—	**	**	**	**	**	**
Cassette Only	3,250	—	2,910	—	**	**	**	**	**	**
Cassette and Radio	2,300	—	2,146	—	**	**	**	**	**	**
Radio Only	703	—	596	—	**	**	**	**	**	**
Portable Tape Units, Total	**28,903**	**1,441,226**	**28,050**	**1,474,088**	**28,093**	**1,587,512**	**23,366**	**1,447,166**	**20,298**	**1,164,745**
Cassette Recorders	16,000	605,600	15,817	642,328	16,025	692,280	13,720	740,880	12,250	600,250
8-Track Players/Recorders	481	20,620	704	31,772	867	41,182	955	50,102	1,157	74,225
Radio/Cassette Combinations	11,880	784,318	11,000	768,460	10,700	823,900	8,282	629,432	6,733	471,310
Microcassette Recorders	542	30,688	529	31,528	501	30,150	409	26,752	158	18,960
Radios, Total†	**28,188**	**863,298**	**26,518**	**819,094**	**27,881**	**863,475**	**27,012**	**867,693**	**28,550**	**918,750**
Table	762	30,739	768	31,296	986	41,215	1,053	46,332	1,250	56,250
Portable†††	16,225	449,429	17,161	419,072	17,493	424,555	16,613	382,099	17,100	393,300
Clock	9,201	383,130	8,589	368,726	9,402	397,705	9,346	439,262	10,200	469,200
AUTOSOUND										
Autosound, Total	**21,132**	**1,850,886**	**20,741**	**1,772,897**	**19,823**	**1,655,596**	**18,362**	**1,486,839**	**18,630**	**1,518,225**
UD 8-Track Player	300	11,040	506	22,497	708	34,982	871	47,034	1,300	78,000
UD 8-Track/Radio Combo	78	3,966	163	11,607	208	16,099	275	23,650	500	48,000
ID 8-Track/Radio Combo	819	43,079	1,343	110,905	1,722	152,914	1,950	214,500	2,500	342,500
UD Cassette Player	694	58,733	692	57,644	722	56,316	822	64,116	775	58,900
UD Cassette/Radio Combo	519	59,197	556	70,073	607	77,271	605	81,070	605	75,625
ID Cassette/Radio Combo	3,641	675,624	3,328	572,849	2,899	485,409	2,486	400,246	2,200	343,200
Radios Only (Retrofit)	975	104,150	1,057	112,687	1,082	120,492	1,188	137,808	1,250	135,000
Car Speakers (In Pairs)	13,427	833,817	12,479	759,722	11,303	662,921	10,165	518,415	9,500	437,000
Equalizers	679	61,280	617	54,913	572	49,192	**	**	**	**
Radios, Citizens Band, Total	**1,592**	**124,861**	**1,498**	**122,032**	**1,522**	**125,878**	**1,412**	**111,706**	**1,590**	**130,210**
Base Units	155	15,850	161	16,382	162	17,350	169	17,238	190	24,885
Mobile Units	1,437	109,011	1,337	105,650	1,360	108,528	1,243	94,468	1,400	105,325
BLANK TAPE										
Blank Audiotape/Cassettes, Total	**263,501**	**654,468**	**251,781**	**639,419**	**246,393**	**629,125**	**244,747**	**594,812**	**234,786**	**511,259**
Cassette†	251,855	586,822	236,344	562,499	228,147	542,990	218,689	487,676	203,986	399,509
Open Reel	7,317	61,975	7,567	64,092	8,018	70,077	8,864	74,812	9,200	72,558
8-Track	4,329	5,671	7,870	12,828	10,228	16,058	17,194	32,324	21,600	39,192
Blank Videotape/Cassettes, Total	**616,690**	**725,204**	**38,423**	**551,931**	**26,711**	**409,649**	**15,316**	**257,604**	**9,967**	**175,672**
Beta	15,870	175,364	12,207	158,691	9,361	128,058	6,028	90,420	4,567	73,072
VHS	45,820	549,840	26,216	393,240	17,350	281,591	9,288	167,184	5,400	102,600

*Not broken out separately
**Category not reported
*** Includes Changer
†See Highlights charts for further breakdown
††All units include stereo radio
†††Excludes personal headphone type

(See 'How we did it,' page 15, for credits)

5 YEAR TABLES HOME AND AUTO ELECTRONICS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

PRODUCTS	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)	1979 NUMBER SHIPPED (000)	1979 RETAIL VALUE ($000)
PERSONAL ELECTRONICS										
Calculators, Total	**30,895**	**925,351**	**29,030**	**902,240**	**28,260**	**831,840**	**26,502**	**841,280**	**25,380**	**843,063**
Hand-Held, Total	**26,023**	**458,694**	**24,492**	**456,265**	**23,905**	**409,481**	**22,288**	**419,514**	**21,317**	**425,333**
Mini-Card	2,507	40,087	2,406	40,493	2,760	46,920	2,754	57,834	2,598	57,156
Printer	1,395	66,374	1,302	68,837	824	44,496	659	47,448	573	47,559
Programmable	135	18,046	123	16,359	106	14,840	88	13,640	82	13,530
Other, Total	**21,986**	**334,187**	**20,661**	**330,576**	**20,215**	**303,225**	**18,787**	**330,592**	**18,064**	**307,088**
Scientific	5,687	*	4,760	*	4,367	*	*	*	*	*
All other	16,299	*	15,901	*	15,848	*				
Desk-Top, Total	**4,872**	**466,657**	**4,538**	**445,975**	**4,355**	**422,359**	**4,214**	**421,766**	**4,063**	**417,730**
Display Only	938	56,421	875	52,894	915	55,815	927	54,693	946	56,760
Printer Only	1,012	85,251	880	73,982	1,123	95,455	1,095	95,265	1,106	99,540
Printer/Display	2,922	324,985	2,783	319,099	2,317	271,089	2,192	271,808	2,011	261,430
Personal Computers†	4,500	—	1,950	—	750	—	371	—	246	—
Radar Detectors	710	109,823	608	104,497	518	87,542	464	72,848	576	69,660
Telephones†	19,135	1,167,591	5,521	471,939	3,155	289,395	2,643	222,779	2,244	163,156
Telephone Answering Devices	2,094	263,844	868	131,936	697	111,520	579	92,640	495	80,685
Videogames	6,280	487,768	6,542	846,862	4,010	519,095	2,806	327,909	2,700	201,177
Videogame Software	68,320	1,699,802	61,000	1,525,000	36,000	972,000	**	**	**	**
Non-Video Electronic Games†	14,047	—	14,045	—	16,539	—	19,702	—	16,083	—
Watches, Quartz	**54,939**	**1,732,271**	**	**	**	**	**	**	**	**
Digital†	24,939	502,271	24,274	611,219	23,595	625,268	21,163	623,030	19,717	648,654
Analog†	30,000	1,230,000	**	**	**	**	**	**	**	**
ELECTRONICS FURNITURE										
Electronics Furniture, Total	**5,168**	**668,009**	**4,628**	**556,868**	**4,144**	**487,334**	**	**	**	**
Audio (components)	887	139,108	820	125,485	863	129,500	**	**	**	**
Audio/Video Centers	149	56,885	145	54,705	127	44,432	**	**	**	**
Home Computer Tables	400	62,620	150	23,250	50	7,500	**	**	**	**
Microwave Oven Carts	651	88,263	611	80,223	575	71,875	**	**	**	**
Stereo Carts	119	7,627	132	8,525	160	10,830	**	**	**	**
Television Carts	2,332	205,682	2,172	182,411	2,088	167,043	**	**	**	**
TV/VCR/Videodisc Player Carts	460	99,604	331	68,912	281	56,154	**	**	**	**
Videogame Carts	170	8,220	267	13,357	—	—	**	**	**	**

*Not broken out separately **Category not reported †See Highlights charts for further information

(See 'How we did it,' page 15, for credits)

Records were broken in video, computers, telephones and personal electronics

Oh, what a year that was!

In most quarters of the consumer electronics industry, 1983 was a year for setting records. VCR's, color TV's, computers, telephones and more all found themselves in the national spotlight. And while there may have been problems, they tend to fade from memory when we look at that bottom line for units shipped:

- Four million VCR's
- Four and a half million computers
- Fourteen million color TV's
- Nineteen million telephones

These rounded figures give you an idea of just what kind of a year it was. And the good news is that the boom's not over yet. Early reports on the first weeks of 1984 show the surge continuing.

Video at the vanguard

Definitely the hottest category, both numbers- and dollars-wise, is video. And there, the most notable gains were made in VCR shipments. They doubled over 1982's, thanks to plunging prices and an improved economy.

With saturation nearing the magical 10 percent mark, the VCR is getting well entrenched as a staple in many homes. Can anything stop it? We certainly hope not. If the new eight-mm systems can just be *slipped* into the market—expanding it without shaking it up—all should go well.

Meanwhile in prerecorded video, the big news this year was the birth of the $39.95 price point for the hottest-selling hits. Titles such as Flashdance and Raiders of the Lost Ark helped the category post close to a 50 percent jump in units shipped, and converted many former renters into buyers.

VCR owners are, however, doing more than just watching prerecorded flicks. This is evidenced by a 40 percent gain in the number of blank tape shipments. Now, with the Supreme Court decision behind us, this market, too, can look forward to unchecked growth in the years to come.

As for the videodisc player, it continues to fail to live up to its promise, either in the CED or the laser format. But don't count this product out yet. Interactive capabilities have given these products powers that most consumers are not yet aware of. But they will be soon. And then: Watch out.

With everyone giddy over video, it's only natural that the industry workhorse, the color TV, should find itself back into the center ring. Shipments climbed more than 20 percent here, a sure sign that a quality picture is as important as the programming to the consumer.

Audio enters the laser age

The arrival of the compact disc took the audio industry by storm in 1983. Although only 45,000 units were shipped, that figure is expected to climb dramatically this year. Prices on second-generation models are down and manufacturers have stepped up their production lines to meet the demand.

Already, we're seeing prototypes of CD players for the car, and hearing rumblings of portable products close at hand.

Speaking of portables, that segment of the audio market continued to generate most of the non-digital excitement last year. Shipments of both personal portables and boomboxes continued to climb, as these products move from "fad" to "must have" status for many consumers.

As for autosound, the market seems to have hit a plateau as a whole, although shipments of indash cassette/radio combos continue to climb. Signs that this business is starting to mature should not go unnoticed.

It could have been so good

Although computers registered a healthy growth in units shipped last year, things could have been much much better. And hardware makers have no one to blame but themselves.

Reckless attempts to gain market share resulted in a round of cutthroat price slashing. And the long-predicted shakeout that ensued left many companies licking their wounds.

Insult was added to injury when several hardware makers missed their big chance at Christmas by failing to deliver promised goods. Atari's new XL series and Coleco's Adam were among the heavily under-delivered products.

(continued on page 25)

ELECTRONICS HIGHLIGHTS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

VIDEO

BLACK & WHITE TV SHIPMENTS

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Battery-powered	1,785	1,623	+10.0%
Non-battery-powered	3,976	4,127	– 3.7
Total	5,761	5,750	+ 0.2%

B&W TV SHIPMENTS BY SCREEN SIZE

Screen Size	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
10 in. & under	1,385	1,226	+13.0%
11 to 12 in.	4,094	4,128	– 0.8
Over 12 in.	282	396	–28.8
Total	5,761	5,750	+ 0.2%

COLOR TV SHIPMENTS

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
With Remote Control	5,207	3,825	+36.1%
Without Remote Control	8,732	7,552	+15.6
Total	13,939	11,377	+22.5%

COLOR TV SHIPMENTS BY SCREEN SIZE

Screen Size	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Portable & Table, Total	11,131	8,928	+24.7%
13 in. & under	3,207	2,272	+41.1
14 to 17 in.	563	619	– 9.0
18 to 19 in.	6,727	5,696	+18.1
20 in. & over	634	341	+85.9
Console & Combo, Total	2,808	2,449	+14.7
23 in.	153	209	–26.8
25 in.	2,655	2,240	+18.5
Total	13,939	11,377	+22.5%

COLOR TV SHIPMENTS

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Cable-Ready	7,674	5,701	+34.6%
Non-Cable-Ready	6,265	5,676	+10.4
Total	13,939	11,377	+22.5%

(continued from page 23)

Discounting was also a key factor in the videogame market in 1983. The gain in software unit shipments was eaten away by plunging retail prices. Casualties cropped up everywhere.

Meanwhile, industry members continue to debate the videogame's future. While many retailers say they'd be happy to just call the whole thing off, the manufacturers keep hinting that brave new technologies—most

(continued on page 26)

VIDEOCASSETTE RECORDER SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Portable VCR	713	427	+ 66.9%
Deck VCR	3,307	1,603	+106.3
Total	4,020	2,030	+ 98.0%

VIDEOCASSETTE RECORDER SHIPMENTS BY FORMAT

Format	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Beta	897	$548,785	490	$343,000
VHS	3,123	1,753,877	1,540	1,001,000
Total	4,020	2,302,662	2,030	1,344,000

VIDEO CAMERA SHIPMENTS BY TYPE

	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
B&W	—	—	10	$2,537
Color	410	$357,992	274	262,906
Total	410	357,992	284	265,443

PRERECORDED VIDEOTAPE SHIPMENTS BY FORMAT

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Beta	2,633	$131,492	1,960	$113,288
VHS	6,973	389,163	4,550	293,930
Total	9,606	520,655	6,510	407,218

PRERECORDED VIDEOTAPE SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
General Interest	7,317	4,400	+66.3%
X-rated	2,289	2,110	+ 8.5
Total	9,606	6,510	+47.6%

VIDEODISC PLAYER SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
CED	274	210	+30.5%
Laser	38	30	+26.7
Total	312	240	+30.0%

VIDEODISC SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
CED	4,034	2,809	+43.6%
Laser	1,334	936	+42.5
Total	5,368	3,745	+43.3%

ELECTRONICS HIGHLIGHTS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

AUDIO

BLANK AUDIOCASSETTE SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Metal Particle Tape	1,035	1,012	+2.3%
*Premium	142,522	132,826	+7.3
Promotional	108,298	102,506	+5.7
Total	251,855	236,344	+6.6%

HOME RADIO SHIPMENTS BY POWER SOURCE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Plug-In	10,125	9,639	+5.0%
Battery-Operated	8,958	8,204	+9.2
AC/DC Combo	9,105	8,675	+5.0
Total	28,188	26,518	+6.3%

HOME RADIO SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
AM only	2,576	3,180	−19.0%
FM & AM/FM	25,612	23,338	+ 9.4
Total	28,188	26,518	+ 6.3%

CLOCK RADIO SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Analog	524	785	−33.3%
Digital, Total	8,677	7,804	+11.2
Electronic Display	7,918	6,637	+ 19.3
Mechanical Leaf	759	1,167	− 35.0
Total	9,201	8,589	+ 7.1%

SPECIALTY RADIO SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Multi-band	6,258	6,594	−5.1%
Weather-band	1,069	1,075	−0.6
Scanners	780	829	−5.9%

*High coercivity ferrite, cobalt ferrite, etc.

(continued from page 25)

likely, the interactive videodisc—will save the day before the year is out.

The year of the phone

While members of the computer and videogame industry were busy beating each other up, telephone manufacturers were hard at work trying to turn 1983 into the year of the phone. With the breakup of AT&T looming, the media was bombarded with stories about the ramifications.

As a result, consumers were forced to look closely at the situation. And many chose to buy their own phones, finding that, over the long run, it would generate substantial savings.

Phones of all kinds—from decorator models to basics to cordless—fared extremely well. Booming sales brought all kinds of new manufacturers and retailers into the picture—a picture that changed almost daily.

Telephone answerers also saw substantial growth in '83. But still, there's room to grow as this device becomes a necessity, not just a luxury, for increasing numbers of busy households.

Other personal electronics categories also saw advances in technology and design translated into increased shipments last year. Calculators and watches stand among the products that did well.

In fact, the only category in the personal electronics arena to chalk up a loss is the electronic game of the non-video variety. However, signs are that the market is stabilizing around fewer suppliers. Plus, more challenging games, now appearing on the horizon, should give this category a good, long, healthy future.

—Stephanie Flory
sr. assoc. ed./video & audio

—Michele Tomasik
sr. assoc. ed./computers

—Cheryl Fish
associate editor/telephones
& personal electronics

PERSONAL ELECTRONICS

BLANK FLOPPY DISK SHIPMENTS

	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Blank Floppy Disk	193,000	119,000	+62.2%

TELEPHONE SHIPMENTS

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Standard	6,500	$206,050	1,406	$45,765
One-Piece	5,500	69,575	1,000	22,000
Decorator	2,058	209,504	1,592	159,200
Advanced Electronic	589	72,094	536	77,184
Cordless	4,488	610,369	987	167,790
Total	19,135	1,167,591	5,521	471,939

NON-VIDEO ELECTRONIC GAME SHIPMENTS

	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Board (strategy)	3,626	3,357	+8.0%
Hand-Held	10,421	10,688	−2.5
Total	14,047	14,045	+0.1%

DIGITAL WATCH SHIPMENTS BY TYPE

	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Men's	18,186	17,673	+2.9%
Ladies'	6,753	6,601	+2.3
Total	24,939	24,274	+2.7%

ANALOG WATCH SHIPMENTS BY TYPE

	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Men's	12,000	9,330	+28.6%
Ladies'	18,000	13,998	+28.6
Total	30,000	23,328	+28.6%

5 YEAR TABLES HOUSEWARES

62ND ANNUAL STATISTICAL AND MARKETING REPORT

PRODUCTS	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)	1979 NUMBER SHIPPED (000)	1979 RETAIL VALUE ($000)
KITCHEN ELECTRICS										
Bag Sealers	1,996	28,922	2,016	28,930	2,064	28,896	2,150	27,950	2,390	28,680
Blenders	4,693	113,383	4,587	108,987	4,823	110,929	4,673	102,806	5,025	105,525
Broilers, Total	**2,236**	**133,602**	**2,205**	**130,680**	**2,435**	**136,700**	**2,518**	**133,084**	**2,423**	**118,779**
With Rotisseries	370	30,692	385	31,308	420	31,920	441	31,311	464	30,624
Without Rotisseries	1,866	102,910	1,820	99,372	2,015	104,780	2,077	101,773	1,959	88,155
Can Openers, Total	**5,784**	**95,407**	**5,439**	**85,421**	**5,544**	**85,386**	**5,550**	**79,857**	**5,520**	**73,947**
Single Units	3,163	47,888	2,978	42,526	2,954	41,356	2,981	38,753	2,951	35,412
Combination Units	2,621	47,519	2,461	42,895	2,590	44,030	2,569	41,104	2,569	38,535
Coffee Grinders	445	9,621	393	8,332	375	7,500	361	6,859	368	6,624
Coffee Makers, Total	**13,288**	**378,444**	**12,690**	**356,750**	**12,655**	**347,983**	**12,957**	**338,388**	**12,104**	**298,280**
Automatic (1-16 cup)	2,865	65,637	2,763	62,056	2,850	62,700	3,051	61,020	2,906	50,855
Party Perc (Over 16 cup)	918	28,798	900	27,675	938	28,140	967	27,076	921	23,946
ADC	9,505	284,009	9,027	267,019	8,867	257,143	8,939	250,292	8,277	223,479
Convection Ovens	271	49,051	300	54,000	428	79,180	488	92,720	250	50,000
Corn Poppers, Total	**5,814**	**158,442**	**5,778**	**160,374**	**5,777**	**156,456**	**5,543**	**141,340**	**5,280**	**129,791**
Hot Air	3,854	128,415	3,862	131,308	3,703	125,902	3,480	112,720	2,900	96,877
Hot Oil	1,960	30,027	1,916	29,066	2,074	30,554	2,063	26,620	2,380	32,914
Crepe Pans	222	3,057	206	2,701	242	3,107	277	3,324	364	4,732
Deep Fryers	3,365	83,478	3,031	72,883	2,952	67,546	2,869	58,724	2,818	55,060
Egg Cookers	430	7,542	415	7,138	428	7,276	460	7,360	460	6,900
Fondues, Electric	179	4,951	178	4,689	177	4,602	195	4,680	215	4,945
Food Processors	2,786	186,996	2,689	171,881	3,186	197,532	3,180	203,520	3,000	183,000
Food Slicers	527	31,341	488	28,450	535	29,960	560	29,680	523	26,673
Fry Pan—Skillets	2,769	130,752	2,632	121,835	2,553	112,332	2,736	109,440	2,709	102,942
Griddles/Quick Grills	559	22,762	554	21,484	580	21,460	628	21,352	661	21,152
Hotplates & Buffet Ranges	914	26,625	905	26,100	807	22,596	795	20,670	803	20,075
Ice Cream Makers	1,388	33,187	1,348	31,287	1,327	29,194	1,332	27,972	1,306	25,467
Ice Crushers	187	4,666	178	4,311	196	4,704	195	4,290	188	3,760
Irons, Total	**11,390**	**359,102**	**10,797**	**333,667**	**10,882**	**326,442**	**11,184**	**317,149**	**10,340**	**286,590**
Steam & Steam/Spray†	10,799	349,624	10,216	324,756	10,300	316,730	10,584	307,755	9,795	278,395
Automatic Dry	374	6,440	380	6,232	382	6,112	403	6,045	350	5,075
Travel	217	3,038	201	2,679	200	3,600	197	3,349	195	3,120
Knives, Electric Slicing	1,564	31,546	1,580	30,936	1,672	31,768	1,641	29,538	1,692	28,764
Mixers, Food, Total	**5,322**	**178,606**	**5,217**	**172,451**	**5,330**	**170,650**	**5,626**	**159,596**	**5,568**	**155,850**
Stand Type	1,201	91,612	1,208	89,465	1,281	89,670	1,268	81,152	1,457	85,963
Portable Hand	4,121	86,994	4,009	82,986	4,049	80,980	4,358	78,444	4,111	69,887
Pasta Makers, Electric	420	—	350	—	**	**	**	**	**	**
Slow Cookers	5,676	130,889	5,500	120,780	5,641	118,461	5,585	111,700	5,641	107,179
Tea Kettles, Electric	84	—	75	—	**	**	**	**	**	**
Toasters, Total	**9,535**	**326,269**	**8,934**	**293,093**	**9,249**	**289,900**	**9,291**	**267,988**	**8,916**	**252,136**
Two-Slice	4,783	106,852	4,453	96,586	4,643	97,503	4,709	94,180	4,576	91,920
Four-Slice	1,666	60,143	1,653	57,938	1,744	59,296	1,787	57,184	1,752	52,560
Toaster-Ovens	875	37,625	840	34,398	909	35,451	908	33,596	888	32,856
Toaster-Oven/Broilers	2,211	121,649	1,988	104,171	1,953	97,650	1,887	83,028	1,700	74,800
Waffle Irons/Sandwich Grills	1,408	38,875	1,152	30,885	1,141	29,666	1,141	27,384	1,119	24,618
Woks, Electric	660	27,562	560	24,108	550	23,100	566	22,074	578	22,542
AIR TREATMENT										
Air Purifiers*†	5,368	139,514	5,650	147,635	4,300	118,250	**	**	**	**
Fans, Total†	**21,003**	**1,523,590**	**19,751**	**1,436,760**	**19,283**	**1,484,527**	**17,100**	**1,286,704**	**12,930**	**503,537**
Ceiling	6,117	825,795	5,067	760,050	4,830	845,250	3,670	734,000	**	**
Other	14,886	697,795	14,684	676,710	14,453	639,277	13,430	552,704	12,930	503,537
Portable Electric Heaters, Total	**4,163**	**190,494**	**4,609**	**206,563**	**4,551**	**202,742**	**4,569**	**196,396**	**4,957**	**178,108**
Fan-Forced	2,566	95,378	2,829	103,089	2,760	95,766	2,854	91,328	3,805	114,150
Non-Fan-Forced	148	3,582	173	4,178	170	3,910	176	3,696	207	3,933
Baseboard	218	12,158	240	13,306	263	13,886	289	13,872	445	20,025
Oil-Filled	481	41,126	441	39,690	220	20,900	**	**	**	**
Quartz	750	38,250	926	46,300	1,138	68,280	1,250	87,500	500	40,000
Kerosene Heaters	2,910	309,188	3,981	497,625	2,633	460,775	**	**	**	**
Humidifiers	898	103,872	895	101,493	869	93,852	821	86,205	850	80,750
Vaporizers	1,853	23,385	1,808	21,931	1,747	20,178	1,624	17,864	1,400	14,000
FLOOR CARE										
Carpet Sweepers	1,712	41,756	1,571	36,494	1,499	34,477	1,404	29,484	1,300	26,000
Floor Polishers	210	15,378	209	12,243	308	17,864	315	17,327	358	18,957
Vacuum Cleaners, Total	**8,230**	**1,213,371**	**7,603**	**1,098,825**	**8,005**	**1,176,890**	**7,727**	**1,089,397**	**8,199**	**1,085,489**
Canisters	2,552	514,789	2,401	451,820	2,650	514,100	2,585	483,631	2,810	491,995
Upright	4,229	642,766	4,001	602,110	4,150	618,350	3,979	565,219	4,145	551,433
Lightweight†	1,449	55,816	1,201	44,895	1,205	44,440	1,163	40,547	1,244	42,061
Total Floor Care	**10,152**	**1,270,505**	**9,383**	**1,147,562**	**9,812**	**1,229,231**	**9,446**	**1,136,208**	**9,857**	**1,130,446**

*Retailing for under $200 †See Highlights charts for further breakdown **Category not reported

(See 'How we did it,' page 15, for credits)

5 YEAR TABLES
HOUSEWARES

62ND ANNUAL STATISTICAL AND MARKETING REPORT

PRODUCTS	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)	1980 NUMBER SHIPPED (000)	1980 RETAIL VALUE ($000)	1979 NUMBER SHIPPED (000)	1979 RETAIL VALUE ($000)
PERSONAL CARE										
Blood Pressure Monitors	2,000	126,500	1,650	90,750	**	**	**	**	**	**
Curling Brushes	2,080	25,064	2,000	24,600	2,117	25,404	1,969	21,659	875	10,500
Curling Irons†	6,153	52,909	5,984	52,863	6,339	54,994	6,496	58,340	6,463	58,868
Hair Dryers, Total	**18,857**	**316,746**	**18,413**	**315,876**	**18,359**	**309,375**	**18,865**	**317,034**	**18,488**	**312,670**
Pistol Type	13,907	207,632	13,398	204,052	13,008	195,120	12,880	193,200	12,267	189,525
Styling Dryers	4,032	79,148	4,000	79,320	4,308	83,489	4,940	93,860	5,200	96,044
Hard-Top	568	21,482	605	22,857	601	22,237	582	19,788	539	16,979
Portable With Bonnet	350	8,484	410	9,647	442	10,166	463	10,186	482	10,122
Hair Setters†	2,995	74,186	2,843	67,066	2,832	64,838	2,735	58,721	2,382	51,800
Heating Pads	4,374	53,057	4,267	49,284	4,301	47,311	4,389	43,890	4,100	36,900
Massagers, Foot Bath	1,804	74,325	1,615	64,600	1,442	64,890	1,140	57,000	750	37,500
Massagers, Hand-Held	1,348	22,687	1,142	19,026	940	15,341	863	13,808	830	13,280
Massagers, Shower (Heads)	2,453	63,189	2,250	57,105	2,110	52,750	2,017	46,391	1,885	37,229
Mirrors, Make-Up	1,786	39,917	1,729	38,453	1,689	37,158	1,682	35,322	1,633	34,293
Oral Hygiene Devices, Total	**1,729**	**36,602**	**1,625**	**33,624**	**1,654**	**33,756**	**1,656**	**31,242**	**1,650**	**27,721**
Oral Irrigators	1,170	29,016	1,091	26,522	1,114	26,736	1,137	25,014	1,126	21,957
Toothbrushes, Electric	559	7,586	534	7,102	540	7,020	519	6,228	524	5,764
Saunas, Facial	715	14,643	650	12,610	620	11,780	583	10,494	550	9,763
Scales, Bathroom†	6,993	160,133	6,178	122,382	6,100	112,600	5,888	96,944	5,518	78,190
Shavers, Total	**6,805**	**212,679**	**6,367**	**205,553**	**6,179**	**195,513**	**6,007**	**189,685**	**5,960**	**177,405**
Men's	5,333	184,255	5,031	179,803	4,882	170,870	4,722	165,270	4,675	154,275
Women's	1,472	28,424	1,336	25,745	1,297	24,643	1,285	24,415	1,285	23,130
Whirlpool Baths, Portable	125	—	118	—	**	**	**	**	**	**
CLOCKS										
Clocks, Total†	**31,406**	**581,610**	**30,327**	**550,379**	**29,605**	**530,225**	**27,291**	**462,432**	**26,664**	**417,494**
Decorative Wall, Total	**6,150**	**285,353**	**6,005**	**264,373**	**5,808**	**252,721**	**5,127**	**212,319**	**5,066**	**194,828**
Analog	5,747	268,227	5,510	244,424	5,339	234,008	4,680	195,333	4,610	178,868
Digital	403	17,126	495	19,949	469	18,713	447	16,986	456	15,960
Kitchen Wall, Total	**7,017**	**109,555**	**7,004**	**107,129**	**6,959**	**105,177**	**6,295**	**91,737**	**6,284**	**82,322**
Analog	6,888	106,781	6,870	104,287	6,827	102,405	6,169	89,217	6,158	80,054
Digital	129	2,774	134	2,842	132	2,772	126	2,520	126	2,268
Alarm, Total	**17,192**	**157,913**	**16,303**	**150,524**	**15,880**	**145,771**	**14,955**	**134,260**	**14,417**	**119,146**
Analog	11,078	91,273	10,836	88,638	10,520	85,632	10,019	79,964	9,804	71,863
Digital	6,114	66,640	5,467	61,886	5,360	60,139	4,936	54,296	4,613	47,283
Desk/Table/Occasional, Total	**1,047**	**28,789**	**1,015**	**28,353**	**958**	**26,556**	**914**	**24,116**	**897**	**21,198**
Analog	1,020	27,453	986	26,888	928	25,056	887	22,820	870	20,010
Digital	27	1,336	29	1,465	30	1,500	27	1,296	27	1,188
COOKWARE & BAKEWARE										
Metal Cookware & Bakeware, Total†	**118,257**	**1,859,000**	**106,298**	**1,561,518**	**110,482**	**1,537,911**	**110,229**	**1,448,780**	**106,723**	**1,354,000**
Aluminum	74,881	—	66,384	—	71,381	—	71,452	—	65,552	—
Stainless Steel	30,962	—	25,975	—	25,194	—	24,652	—	26,225	—
Enamel	5,721	—	7,151	—	7,130	—	7,018	—	7,546	—
Cast Iron	4,536	—	4,391	—	4,378	—	4,608	—	4,850	—
Porcelain Enamel on Cast Iron	2,157	—	2,397	—	2,399	—	2,499	—	2,550	—
Microwave Cookware, Total	**21,129**	**192,822**	**19,125**	—	**18,528**	—	**16,889**	—	**15,706**	—
Plastic	8,895	—	7,735	—	7,311	—	6,196	—	5,483	—
Ceramic	4,866	—	4,257	—	4,121	—	3,862	—	3,678	—
Stoneware	2,122	—	2,031	—	2,094	—	2,033	—	2,074	—
Glass	4,390	—	4,262	—	4,174	—	3,990	—	3,694	—
Other	856	—	840	—	828	—	808	—	777	—
Microwave Appliances†	672	9,861	587	8,320	512	7,360	**	**	**	**
HOME SECURITY										
Home Security, Total	**18,406**	**362,523**	**17,340**	**335,987**	**17,079**	**338,414**	**15,791**	**303,417**	**12,308**	**209,230**
Smoke Detectors	7,526	121,620	7,100	114,168	7,267	116,272	6,270	94,050	6,600	94,200
Fire Extinguishers	4,922	39,819	4,719	34,685	4,710	32,970	4,700	32,900	5,000	35,000
Intrusion Systems	655	41,763	615	38,979	609	38,367	556	35,028	475	42,750
Smoke/Fire/Intrusion Systems	346	44,814	375	48,473	370	47,730	338	43,264	233	37,280
Timers***	4,957	114,507	4,531	99,682	4,123	103,075	3,927	98,175	**	**
OUTDOOR PRODUCTS										
Barbecue Grills, Total	**13,280**	**369,250††**	**12,638**	**348,832††**	**12,180**	**314,830††**	**11,572**	**282,060††**	**11,098**	**252,829††**
Gas	1,965	225,425††	1,687	207,872††	1,477	180,194††	1,420	161,880††	1,327	139,335††
Electric	144	6,422††	125	5,310††	127	5,080††	132	4,950††	136	5,100††
Charcoal†	11,171	137,403††	10,626	135,650††	10,576	129,556††	10,020	115,230††	9,635	108,394††
Electronic Bug Killers	1,200	57,000	1,075	53,750	935	56,071	710	46,187	**	**

**Category not reported
***Excludes remote light/appliance controllers
†See Highlights charts for further breakdown
††Factory dollars

(See 'How we did it,' page 15, for credits)

HOUSEWARES HIGHLIGHTS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

STEAM & STEAM/SPRAY IRON SHIPMENTS

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Full-Feature Lightweight	5,049	$155,964	4,590	$138,985
Standard	5,750	193,660	5,626	185,771
Total	10,799	349,624	10,216	324,756

AIR PURIFIER SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Filtration	4,718	5,100	– 7.5%
Ionization	650	550	+18.2
Total	5,368	5,650	– 5.0%

FAN SHIPMENTS

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Ceiling Fans	6,117	5,067	+21.9%
Window	5,297	5,770	– 8.2
Kitchen/Bathroom Built-in Exhaust	3,343	2,827	+18.3
Range/Oven hood	2,406	2,278	+ 5.6
Desk/Bracket/ Pedestal	2,903	2,843	+ 2.1
Hassock/Roll-about	937	966	– 3.0
Total	21,003	19,751	+ 6.3%

LIGHTWEIGHT VACUUM SHIPMENTS

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Sticks	1,012	$42,706	950	$36,461
Hand-Held	437	13,110	251	8,434
Total	1,449	55,816	1,201	44,895

HAIR SETTER SHIPMENTS

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Dry	1,698	1,599	+6.2%
Mist	1,297	1,244	+4.3
Total	2,995	2,843	+5.3%

CURLING IRON SHIPMENTS

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Dry	4,288	$34,390	4,084	$33,407
Mist	1,865	18,519	1,900	19,456
Total	6,153	52,909	5,984	52,863

BATHROOM SCALE SHIPMENTS BY TYPE

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Electronic Digital	1,501	$78,412	1,190	$52,550
Regular	5,492	81,721	4,988	69,832
Total	6,993	160,133	6,178	122,382

METAL COOKWARE SHIPMENTS

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
With Non-Stick Surface	53,570	47,191	+13.9%
Without Non-Stick Surface	64,687	59,107	+ 9.4
Total	118,257	106,298	+11.3%

CHARCOAL GRILL SHIPMENTS BY TYPE

Type	1983 Units (000)	1982 Units (000)	Percent Change 1983/1982
Picnic Grills	4,329	4,117	+ 5.1%
Smokers	3,156	3,079	+ 2.5
Hibachis	2,523	2,405	+ 4.9
Braziers	995	1,032	– 3.6
Wagons	164	188	–12.8
Fireplace	4	5	–20.0
Total	11,171	10,826	+ 2.3%

MICROWAVE APPLIANCE SHIPMENTS BY TYPE

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Corn Peppers	589	$7,174	518	$6,247
Coffee Makers	16	375	14	316
Pizza Crispers	29	777	29	734
Steamers	38	1,535	26	1,023
Total	672	9,861	587	8,320

It was a rebound year for housewares as most categories bounced back to life

Helped by the rebounding economy, housewares enjoyed a robust 1983 after a lackluster performance the previous year. Shipments of all product categories were better than in 1982, with the sole exception of air treatment, hurt by the confusion in the air purifier market.

Perhaps the most spectacular change occurred in kitchen electrics. Most of the 28 products tracked by *Merchandising* experienced increased factory shipments. The exceptions were bag sealers and convection ovens, which have been sagging for years.

And 13 of the products rose in '83, after slumping in '82, making it a comeback year. The big winners were coffee products, woks, toasters and irons.

An important success story in 1983 was the hand-held vacuum, whose shipments zoomed upward. Indeed, the success of one of these devices, Black & Decker's Dustbuster, contributed to the year's biggest news in the industry—B&D's takeover of the General Electric housewares operation.

In personal care, shipments of everything were up. Hair dryers, which had been predicted to be down for the year, shot forward in 1983, pistol units especially. And the relatively new home healthcare category, still in the process of making its mark, fared well.

Kitchen electrics shine

Not only did shipments of kitchen electrics soar in '83, but 13 different items were able to rebound from a difficult 1982. It was the year of the comeback for such electrics as blenders, broilers, can openers, food slicers, mixers, among others.

As economic times get better, food-related items, including preparation

(continued on page 32)

HOUSEWARES HIGHLIGHTS

62ND ANNUAL STATISTICAL AND MARKETING REPORT

CLOCKS BY POWER SOURCE—SHIPMENTS AND RETAIL VALUE

Type	(in thousands)	Total 1983	Total 1982	Electric 1983	Electric 1982	Battery, Quartz 1983	Battery, Quartz 1982	Battery, Non-Quartz 1983	Battery, Non-Quartz 1982	Key-Wind 1983	Key-Wind 1982
Decorative Wall	Units	6,150	6,005	1,139	1,426	4,442	3,855	295	454	274	266
	Dollars	285,353	264,373	24,158	29,666	243,022	209,451	13,803	21,035	4,370	4,221
Kitchen Wall	Units	7,017	7,004	2,293	2,793	4,526	3,956	198	255	—	—
	Dollars	109,555	107,129	30,520	37,940	76,354	65,755	2,681	3,434	—	—
Alarm	Units	17,192	16,303	6,675	6,381	7,554	6,867	—	—	2,963	3,055
	Dollars	157,913	150,524	50,730	49,982	74,709	67,219	—	—	32,474	33,323
Desk/Table/Occasional	Units	1,047	1,015	130	150	645	570	57	83	215	212
	Dollars	28,789	28,353	2,010	2,441	18,492	16,676	1,373	2,060	6,914	7,176
Total	Units	31,406	30,327	10,237	10,750	17,167	15,252	550	792	3,452	3,533
	Dollars	581,610	550,379	107,418	120,029	412,577	359,101	17,857	26,529	43,758	44,720

ELECTRIC TALKING ALARM CLOCK SHIPMENTS

Type	1983 Units (000)	1983 Retail Value ($000)	1982 Units (000)	1982 Retail Value ($000)
Electric Talking Alarm Clocks	144,000	$4,374,720	165,000	$6,402,000

(continued from page 31)

devices, were among the first to be purchased.

Retailers from around the country have described 1983 as a very strong year for basics. Reflecting those sentiments, shipments of irons and toasters rose after dropping in 1982. Consumers had finally decided to replace their old broken-down irons, toasters and other basics with fresh models.

Very popular among kitchen electrics in 1983 were coffee products—makers, grinders and espresso/cappuccino machines. Retailers have been telling *Merchandising* again and again how successful these items are, indicating that the industry has more than a fad on its hands. Christmas sales were said to be particularly brisk.

Why the big interest in coffee merchandise? During the recession, consumers learned how to treat themselves well at home, goes one theory. Part of that was discovering what it takes to make a really good cup of coffee. In addition, the coffee maker is an everyday workhorse, one that can be used to entertain as well.

Personal care prospers

The economy was also kind to personal care items. Four of the 15 products tracked rebounded from a poor 1982 with improved shipments last year; these were curling irons and brushes, heating pads and oral hygiene devices. Personal care is apparently another category which immediately benefits once people have more money in their pockets.

Defying the experts who predicted it would slump in '83, hair dryer shipments went up instead, most notably pistol-type dryers.

The new kid on the block—home healthcare—continued to make inroads in 1983, showing increases in all areas. But the category is far from reaching its potential. And it's interesting to note that digital bathroom scales shipments are growing, but not at the expense of regular scales. The higher price of the digital models will make this a two-tier area for the immediate future.

Hand vacs astound

The big story in floor care, which improved as a whole last year, was the amazing success of the hand-held vacuum. Shipments of these products nearly doubled 1982 figures.

The success of one of these hand-held vacs, Black & Decker's Dustbuster, had what proved to be far-reaching ramifications. According to Black & Decker officials, the decision to buy the General Electric housewares division was supported considerably by the tool company's ability to penetrate the housewares market with the Dustbuster; they called the product one of the most successful in the firm's history.

Analogs hold firm

Predictions that digital would be *the* look of kitchen and desk/table/occasional clocks turned out to be wrong. Shipments of digital units were down in those areas, while shipments of analogs were up. Analog decorative wall clock shipments rose as well.

Battery-powered quartz continues to dominate as the preferred movement for all types of clocks. Electricity is on the way out for all but alarm clocks, while keywind and non-quartz battery clocks are holding on for dear life. The convenience and money-saving quality of quartz is simply too much to resist.

Cookware makes comeback

Another success story in '83 was the rebirth of cookware and bakeware, shipments of which had staggered the previous year. Shipments of cookware with non-stick and without non-stick surfaces both increased. Here again is evidence that discretionary income is likely to be spent on basic food-related items.

Agreeing with what retailers were saying last year, shipments of stainless steel really took off, and aluminum cookware also did well.

Home security is strong

The growing problem with crime has led Americans to stress home security to a greater degree than ever. Shipments of all security products were up last year, except for smoke/fire/intrusion systems.

Interestingly, the smoke detector rebounded after dropping off in '82. The increase in government regulations and greater consumer awareness is boosting this category; many consumers are buying smoke detectors for each level of their homes.

Outdoor products continued to do well in '83, after surviving the recessionary period. This has become something of a blue chip category, as consumers keep heading to their backyards to make use of gas, electric and charcoal grills.

Air treatment slips

Last year's one disappointment was air treatment where shipments of air purifiers slumped. Fed up with low-end models that they don't think work well, consumers have been trading up in this category, causing shipments of such expensive units as ionization devices to increase.

Portable heaters also lapsed in '83 after predictions that it would fare well. The exception was the oil-filled heater, which seems to be taking the place of the kerosene heater, which dropped off dramatically last year after questions were raised about its safety. A mild winter in 1983 also hurt this category.

The one bright spot in air treatment was fans, which improved as a whole last year. Ceiling fans did especially well, appealing to consumers who use them as year-round, energy-saving devices.

—Michael Garry
assistant editor/housewares

EXPORTS

MAJOR APPLIANCES

Product**	1983*	1982	1981	1980
Dishwashers	63 $15,822	52 $13,146	78 $17,053	125 $25,355
Dryers	50 $12,346	48 $12,226	56 $13,992	49 $10,920
Freezers	28 $13,130	30 $15,558	49 $26,373	54 $21,621
Microwave Ovens	82 $19,765	69 $19,328	123 $33,757	97 $27,046
Ranges, Electric	53 $15,839	81 $27,901	93 $27,885	109 $29,182
Refrigerators	194 $103,972	247 $129,154	329 $172,453	342 $163,935
Room Air Conditioners	195 $70,016	389 $144,729	569 $217,170	604 $207,042
Washers, Automatic	119 $35,802	129 $39,038	142 $40,878	119 $32,008
Washers, Other	32 $7,882	21 $5,701	37 $9,490	72 $16,676

HOUSEWARES

Product**	1983*	1982	1981	1980
Can Openers & Knife Sharpeners	150 $ 1,860	225 $2,615	195 $2,345	169 $1,886
Clocks, Electric	480 $5,651	857 $10,323	902 $11,707	604 $9,709
Coffee Makers	904 $13,711	1,010 $16,204	1,264 $18,158	1,331 $17,962
Fans	82 $3,528	342 $23,946	215 $8,679	297 $8,143
Irons	541 $5,464	1,019 $11,207	1,888 $21,448	1,458 $15,363
Juicers, Mixers & Blenders	490 $13,174	889 $25,082	1,343 $31,561	1,430 $34,783
Shavers, Electric	389 $3,905	519 $5,761	316 $2,980	192 $2,335
Toasters	994 $16,021	991 $17,047	1,252 $19,113	1,151 $16,398
Vacuum Cleaners	304 $32,304	327 $32,338	558 $47,968	725 $53,846

HOME ELECTRONICS

Product**	1983*	1982	1981	1980
Radios	955 $79,451	1,171 $83,240	1,335 $91,623	1,104 $68,034
TV, B&W	44 $5,901	138 $16,634	260 $29,730	169 $20,840
TV, Color	219 $78,442	382 $139,334	646 $236,295	788 $276,982
TV Chassis & Kits	3,220 $98,545	1,841 $64,610	3,280 $123,786	2,458 $138,201
TV, Total	3,483 $182,888	2,361 $220,578	4,186 $389,811	3,415 $436,023
Tape Recorders & Players	26 $10,477	109 $18,188	150 $18,441	156 $23,280

*Projection based on 10 months
**All figures in thousands, number of units exported. Manufacturers' value plus freight and insurance.

SOURCE: U.S. Dept. of Commerce
Bureau of the Census

Most exports continue to plummet, with only cleanup appliances showing improvement

While there were some exceptions, 1983 was not the best of years for U.S. hardgoods exports. The recession, which ended at home, is still raging in much of the world, including many countries that traditionally have provided major markets for U.S.-made products. Until the worldwide economic picture improves, exports will remain sluggish.

Of all the categories, major appliances performed best last year. And within that area, cleanup appliances were the star performers. Exports of dishwashers, washers and dryers actually rose in 1983, with all three products rebounding from drops in unit shipments the previous year.

Microwave oven exports also recovered in 1983, although the product did not achieve the levels of earlier years. In addition, price erosion has hit that market severely. While unit shipments were up substantially, their dollar value rose only modestly.

But there ends the good news, at least in major appliances. Freezers, electric ranges, refrigerators and room air conditioners all fared poorly. And all but washers continued a decline that goes back at least as far as 1981.

It's important to note that this is happening at a time when U.S. imports of major appliances are on the increase *(see related story on page 34)*. This could be one trend that bears watching closely.

Housewares shipments slide

Unfortunately, neither housewares nor home electronics did as well as major appliances last year.

In housewares, only toasters showed an increase in exports, and that was but a slight jump, nowhere near enough to take the product back to the levels it enjoyed prior to 1982.

Absolutely everything else was down. Hardest hit was the fan category, which plummeted to less than a third of its exports for the previous year.

Can openers and knife sharpeners and electric shavers, which, along with fans, were the only products to show increases in 1982, slid back into decline last year.

Electric clocks also fared very poorly for the third year in a row. Coffee makers continued a descent that goes back at least to 1980 (again at a time when imports are increasing dramatically). Iron exports were less than half what they were in 1982. And juicers, mixers and blenders did almost as badly.

In the floor care department, vacuum cleaner exports dropped for at least the fourth year in a row. And, it must be noted, this is one more area where the importers are keeping themselves busier than ever.

Electronic exports slump too

Things are not better on the home electronics front.

There, the only area to show any growth was TV chassis and kits, and it was only recovering from a particularly bad 1982.

Color TV exports continued to slip, a trend that goes back to at least 1980. Black and white TV exports fell to less than a third of their 1982 level.

Radio exports continued to drop, another trend that goes back three years or more.

Finally, tape recorder and player exports sank to less than a quarter of what they were the previous year. From 156,000 units in 1980, the category has dropped to just 26,000 units exported in 1983.

It comes, of course, as no surprise that the U.S. is exporting few goods in either major appliances, housewares or home electronics. Nevertheless, to see the figures laid out in black and white still has the power to disconcert.

These are some of the smallest numbers in the *Merchandising* tables. And they're getting smaller every year.

WORLD MARKETING 62ND ANNUAL STATISTICAL AND MARKETING REPORT

IMPORTS

MAJOR APPLIANCES

Product**	1983*	1982	1981	1980
Freezers	76 $15,317	88 $14,626	38 $6,338	43 $6,652
Microwave Ovens	2,076 $317,140	1,108 $197,571	1,082 $212,572	835 $160,091
Refrigerator/ Freezer Combination (Under 6.5 Cu. Ft.)	462 $30,716	430 $29,443	324 $25,790	426 $24,780
Refrigerator/ Freezer Combination (6.5 to 9.5 Cu. Ft.)	81 $6,688	62 $4,961	152 $8,173	102 $5,634
Refrigerator/ Freezer Combination (9.6 to 13.5 Cu. Ft.)	189 $22,962	114 $15,625	81 $10,962	96 $11,796
Refrigerator/ Freezer Combination (13.5 Cu. Ft. & Over)	11 $4,238	2 $696	4 $943	2 $1,140
Total Refrigerator/Freezer Combination	743 $64,604	608 $50,725	561 $45,868	626 $43,350

HOUSEWARES

Product**	1983*	1982	1981	1980
Can Openers & Combinations	1,185 $6,785	1,300 $8,449	1,089 $6,704	823 $4,539
Coffee Makers	1,071 $16,928	418 $7,707	382 $5,734	378 $6,711
Food Blenders	525 $5,792	304 $4,218	9 $141	38 $785
Hair Dryers	15,728 $84,990	3,320 $19,751	15,033 $88,142	15,785 $90,703
Irons	6,619 $63,720	4,231 $43,240	2,555 $25,141	1,533 $12,569
Juice Extractors	360 $4,651	322 $3,862	248 $3,183	181 $2,924
Shavers, Electric	4,029 $58,883	4,010 $59,460	3,503 $46,212	3,216 $53,023
Toasters	187 $1,921	204 $1,796	122 $826	185 $562
Vacuum Cleaners	901 $24,845	491 $15,259	452 $13,277	336 $7,762

CALCULATORS

Product**	1983*	1982	1981	1980
Display Only	2,002 $17,437	1,965 $18,891	2,085 $22,550	1,957 $24,914
Hand-Held or Pocket Type	29,611 $120,345	21,332 $117,760	22,333 $139,124	23,424 $166,876
Other For X and ÷	1,387 $10,055	844 $6,664	624 $7,462	507 $9,926
All Other	6,664 $135,467	4,829 $135,230	5,190 $155,208	5,035 $177,532
Total	39,664 $283,304	28,970 $278,545	30,232 $324,344	30,923 $379,248

*Projection based on 10 months
**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.

Major appliance imports show gains as do selected electronic and housewares products

Probably the most interesting part of the import tables for 1983 is the major appliance section. While the numbers (with the exception of microwave ovens) are far from huge, it is becoming more apparent that foreign manufacturers of refrigeration products are beginning to take a more serious look at the U.S. market.

Compact refrigerators continue to make up the largest part of the market, but the fastest growth is being felt in the 9.5-cu.-ft. and over sizes with numbers getting particularly large in the 9.5- to 13.5-cu.-ft. category.

In fact, in the refrigeration area, only freezers show a decline.

Perhaps the foreign manufacturers are targeting the refrigeration market following the success in microwave ovens. Just look at those figures. Imports almost doubled for 1983 after hitting a plateau in 1982. And if early 1984 sales are any indication, this number should continue to soar through the rest of the year.

Video also shines

Video is another stellar category, as far as the import figures are concerned. And since so many of these products are made abroad, the tables give us a much more accurate picture of the market at large.

Take VCR's, for instance. Imports here increased by almost two million.

Color TV's, in certain sizes, also did quite well. King in the numbers category is the 11- to 17-in. size, which almost doubled in units imported. And although it's not generating as many units, the 18-in. and over size showed an even greater increase. Only small color sets, 10 in. and under, slipped, as did all black and white units with the exception of the 18-in. and over size.

Audio import figures present a mixed bag of ups and downs. On the home front, stereo gear is, for the most part, doing better than it has in years. Among these products, turntables of all types (forget about automatic record changers) are up, although loudspeaker imports continued to fall for the third year in a row.

Also showing a gain was the overall tape recorder/player category. But here again, the numbers are not consistent. Imports increased for stereo cassette decks, stereo open reel units, mono tape recorders (now used with some computers), the ubiquitous radio-tape player combo and "other" tape players. At the same time, however, shipments decreased for battery-operated cassette recorders, radio-tape combos that record and (no shock here) mono and battery-run open reel models.

For the car, auto tape player imports soared last year, albeit at the expense of basic car radios, which continued to show a decline.

Another category doing well is calculators. The total area is up, as is every single subclassification.

Housewares show increases

The number of housewares products being brought into the country showed an increase in 1983. Hair dryers were, by far, the most popular products to be imported, bouncing back to pre-recession figures in an amazing recovery from last year's plunge.

Another big surge was experienced by coffee makers, which more than doubled their imports after several years of making only modest gains. Food blenders continued to boom for the second year running.

Vacuum cleaners, another product targeted by vendors from abroad, also boomed in '83. Shipments almost doubled.

WORLD MARKETING

62ND ANNUAL STATISTICAL AND MARKETING REPORT

IMPORTS

AUDIO

Product**	1983*	1982	1981	1980
Antennas, CB	789 $3,766	754 $3,040	1,057 $4,358	1,004 $4,005
Antennas, Radio	10,346 $35,110	9,399 $29,224	9,294 $30,577	8,349 $21,454
Loudspeakers	62,329 $216,094	69,335 $231,608	83,214 $264,358	74,705 $225,597
Microphones	5,316 $19,955	5,651 $21,552	5,602 $24,670	6,093 $21,432
Audio Frequency Electric Amplifiers	4,698 $143,267	5,562 $145,387	4,869 $148,477	4,427 $108,496
Headphone/Electric Sound Amplifier Sets	15,690 $65,205	13,023 $44,324	8,318 $47,625	6,089 $32,038
Auto Transistor Radios	1,718 $93,111	1,834 $98,145	2,027 $97,518	2,245 $80,337
Clock Transistor Radios	10,889 $146,722	8,433 $115,004	9,762 $108,711	9,445 $101,357
AM Trans. Radios (Not Battery Operated)	567 $11,672	606 $21,931	756 $26,517	609 $21,224
AM Trans. Radios (Battery Operated)	4,360 $13,859	4,847 $16,229	6,153 $20,169	5,570 $18,263
FM AM/FM Multiband Transistor Radios (Not Battery Operated)	2,413 $167,028	2,150 $167,914	2,348 $205,998	2,099 $176,416
FM AM/FM Multiband Transistor Radios (Battery Operated)	18,653 $195,371	17,708 $222,143	14,474 $188,338	12,150 $169,045
Radios, Total	38,600 $627,763	35,578 $641,366	35,520 $646,951	32,118 $566,642
Radio/Phono Combos (Including Consoles)	39 $1,993	42 $1,363	67 $2,182	102 $2,767
Radio/Phono/Tape Player Combos (Tape Player Trimode)	363 $23,934	303 $25,857	200 $11,051	316 $12,806
Automatic Record Changer	424 $5,147	1,212 $19,123	2,856 $51,975	3,631 $66,197

AUDIO (continued)

Product**	1983*	1982	1981	1980
Stereo Phonos	117 $9,296	96 $8,503	71 $5,642	34 $3,697
Automatic Turntables	689 $38,491	672 $43,017	658 $43,812	342 $24,413
Turntables Other	1,787 $89,053	1,554 $72,967	1,802 $94,626	1,369 $83,057
Transceivers/CB	787 $28,136	1,359 $50,877	1,362 $52,576	856 $33,663
Tape Players Auto	3,117 $73,164	2,561 $66,746	2,575 $77,190	1,736 $43,949
Tape Players Other	4,324 $85,628	3,741 $118,085	2,058 $83,395	906 $31,056
Tape Recorders, Stereo (Cassette/Cartridge)	2,665 $192,430	2,313 $184,250	2,856 $248,199	2,198 $182,864
Tape Recorders, Stereo (Open Reel)	68 $10,173	64 $17,194	115 $22,405	86 $20,935
Tape Recorders, Mono (Cassette/Cartridge)	1,881 $64,951	931 $52,647	297 $17,645	397 $22,049
Tape Recorders, Mono (Open Reel)	18 $6,782	31 $10,114	27 $6,949	17 $5,759
Tape Recorders, Battery (Cassette/Cartridge)	4,604 $118,719	6,323 $154,662	7,906 $194,759	7,449 $178,309
Tape Recorders, Battery (Open Reel)	51 $14,938	169 $13,733	62 $16,765	129 $15,531
Radio-Tape Recorder Combos	10,456 $494,088	10,491 $535,425	11,212 $596,646	9,254 $419,632
Radio-Tape Player Combos	12,998 $616,685	10,375 $525,852	10,326 $561,105	9,055 $422,560
Total Tape Recorders/Players	40,182 $1,677,558	36,999 $1,678,708	37,434 $1,825,058	31,227 $1,342,644

VIDEO

Product**	1983*	1982	1981	1980
Antennas, TV	10,698 $10,879	13,816 $15,678	19,604 $21,259	17,318 $18,087
B&W TV (10 inch & under)	602 $43,645	752 $54,357	778 $59,806	647 $44,335
B&W TV (11-17 inches)	3,548 $164,097	3,843 $206,054	4,332 $239,250	4,420 $242,741
B&W TV (18 inches & over)	188 $20,198	142 $15,435	345 $34,786	476 $43,976
Color TV (10-inch & under)	364 $58,307	371 $66,714	398 $74,052	195 $36,691
Color TV (11-17 inches)	2,015 $305,390	1,031 $202,875	840 $174,006	606 $124,831

VIDEO (continued)

Product**	1983*	1982	1981	1980
Color TV (18 inches & over)	1,778 $316,524	746 $214,122	619 $174,733	474 $134,073
TV, Total	8,495 $908,161	6,885 $759,557	7,312 $756,633	6,818 $626,647
Videotape Recorders	4,293 $1,416,761	2,469 $1,047,910	2,013 $1,018,770	939 $498,333
Home Video Camera, B&W	74 $21,935	84 $17,255	72 $15,468	51 $13,747
Home Video Camera, Color	362 $206,204	403 $229,232	362 $210,379	171 $102,381
Picture Tubes, B&W	318 $7,888	889 $13,175	697 $15,342	748 $10,535
Picture Tubes, Color	618 $35,847	627 $38,602	984 $52,933	590 $33,267

*Projection based on 10 months

**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.

MARKET PROFILES

62ND ANNUAL STATISTICAL AND MARKETING REPORT

REGIONS	RESIDENTIAL CUSTOMERS 3RD QTR. 1983 (1)		FARM RESIDENTIAL CUSTOMERS (2)		AUTHORIZED HOUSING PERMITS (3) (Projected From 9 Mos.)		PROJECTED PERSONAL INCOME 1983 (4) (IN MILLIONS OF DOLLARS)	
	NUMBER	PERCENT CHANGE 3RD QTR. (1983/1982)	NUMBER	PERCENT CHANGE (1983/1982)	NUMBER	PERCENT CHANGE (1983/1982)	AMOUNT	PERCENT CHANGE (1983/1982)
NEW ENGLAND:								
TOTAL	**4,641,167**	**+ 1.5%**	**29,040**	**+ 1.6%**	**61,855**	**+ 61.2%**	**$156,581**	**+ 6.6%**
CONNECTICUT	1,158,938	+ 1.2	4,450	+ 4.7	17,344	+ 67.9	45,646	+ 7.2
MAINE	483,482	+ 2.4	8,000	+ 2.6	3,999	+ 26.1	11,022	+ 6.2
MASSACHUSETTS	2,049,173	+ 1.2	5,250	+ 0.0	23,436	+ 51.5	72,745	+ 6.1
NEW HAMPSHIRE	384,403	+ 3.0	3,150	+ 0.0	8,881	+ 97.0	11,008	+ 7.5
RHODE ISLAND	344,182	+ 0.7	790	+ 6.8	4,462	+ 66.3	11,026	+ 6.6
VERMONT	220,989	+ 2.8	7,400	+ 0.0	3,733	+ 68.9	5,134	+ 6.3
MIDDLE ATLANTIC:								
TOTAL	**12,670,200**	**+ 0.6**	**117,300**	**- 0.8**	**118,256**	**+ 71.5**	**464,520**	**+ 5.7**
NEW JERSEY	2,587,739	+ 1.1	9,400	+ 0.0	38,517	+ 80.6	103,990	+ 8.0
NEW YORK	5,818,667	+ 0.7	49,500	+ 0.0	39,829	+ 57.0	228,934	+ 5.8
PENNSYLVANIA	4,263,794	+ 0.2	58,400	- 1.7	39,910	+ 79.2	131,596	+ 3.8
EAST NORTH CENTRAL:								
TOTAL	**15,250,992**	**+ 0.1**	**430,700**	**- 1.8**	**123,217**	**+ 64.3**	**480,262**	**+ 4.8**
ILLINOIS	4,113,303	+ 0.0	100,000	- 2.8	34,525	+ 81.9	141,168	+ 4.2
INDIANA	2,024,565	+ 0.0	86,150	- 2.2	17,283	+ 35.2	57,719	+ 4.3
MICHIGAN	3,360,332	+ 0.0	64,350	+ 0.0	24,983	+ 75.0	108,434	+ 5.7
OHIO	3,917,880	+ 0.0	91,100	- 1.0	26,973	+ 60.1	120,555	+ 4.7
WISCONSIN	1,834,912	+ 0.4	89,100	- 2.2	19,453	+ 58.0	52,386	+ 5.0
WEST NORTH CENTRAL:								
TOTAL	**6,637,129**	**+ 0.5**	**541,150**	**- 0.7**	**86,437**	**+ 64.9**	**194,243**	**+ 3.1**
IOWA	1,111,614	+ 0.1	113,850	- 1.7	7,458	+ 37.7	32,126	+ 1.5
KANSAS	935,643	+ 0.4	74,200	- 1.3	13,900	+ 61.1	28,029	+ 1.7
MINNESOTA	1,552,403	+ 0.8	101,950	+ 0.0	30,157	+ 59.1	49,011	+ 3.8
MISSOURI	1,903,866	+ 0.6	115,850	+ 0.0	20,283	+ 75.7	53,489	+ 4.8
NEBRASKA	614,030	+ 0.1	62,350	+ 0.0	5,665	+ 47.1	17,524	+ 1.5
NORTH DAKOTA	252,159	+ 0.9	36,950	- 1.3	6,920	+ 146.7	7,535	+ 3.5
SOUTH DAKOTA	267,412	+ 0.1	36,000	- 1.4	2,054	+ 68.4	6,529	+ 1.1
SOUTH ATLANTIC:								
TOTAL	**14,610,957**	**+ 2.2**	**309,200**	**- 2.9**	**458,382**	**+ 82.5**	**420,194**	**+ 8.4**
DELAWARE	228,693	+ 1.5	3,350	+ 0.0	3,603	+ 21.4	7,573	+ 10.5
DISTRICT OF COLUMBIA	176,609	+ 0.3	—	—	177	- 59.0	9,597	+ 5.5
FLORIDA	4,516,335	+ 2.3	40,600	+ 0.0	191,639	+ 84.6	120,165	+ 8.2
GEORGIA	2,119,808	+ 1.9	54,450	- 5.1	71,933	+ 82.4	58,485	+ 12.1
MARYLAND	1,433,223	+ 2.1	17,800	+ 0.0	44,848	+ 112.7	54,257	+ 5.3
NORTH CAROLINA	2,307,663	+ 3.2	64,150	- 3.4	55,821	+ 67.5	58,730	+ 10.3
SOUTH CAROLINA	1,187,589	+ 2.1	30,600	- 6.0	30,551	+ 66.3	29,028	+ 9.4
VIRGINIA	1,921,374	+ 1.9	57,400	- 3.4	58,084	+ 94.0	64,386	+ 7.0
WEST VIRGINIA	719,663	+ 0.7	20,850	+ 3.0	1,726	- 5.4	17,973	+ 4.8
EAST SOUTH CENTRAL:								
TOTAL	**5,429,659**	**+ 0.6**	**299,950**	**- 1.0**	**74,164**	**+ 96.1**	**134,729**	**+ 6.7**
ALABAMA	1,456,844	+ 0.7	53,450	- 5.3	16,094	+ 78.6	35,437	+ 7.0
KENTUCKY	1,327,328	+ 0.5	101,950	+ 2.0	13,475	+ 77.6	34,331	+ 6.2
MISSISSIPPI	904,770	+ 0.9	50,500	- 3.7	10,602	+ 70.8	20,974	+ 7.6
TENNESSEE	1,740,917	+ 0.2	94,050	+ 0.0	33,993	+ 126.5	43,987	+ 6.4
WEST SOUTH CENTRAL:								
TOTAL	**9,356,708**	**+ 3.8**	**341,150**	**- 0.8**	**400,108**	**+ 55.8**	**279,717**	**+ 4.6**
ARKANSAS	902,544	+ 1.9	55,400	- 1.7	11,467	+ 79.6	20,843	+ 7.9
LOUISIANA	1,556,147	+ 1.5	36,150	- 2.6	35,601	+ 75.1	45,767	+ 4.5
OKLAHOMA	1,301,644	+ 2.3	70,200	+ 0.0	55,499	+ 93.1	36,245	+ 5.8
TEXAS	5,596,373	+ 5.2	179,400	- 0.4	297,541	+ 47.8	176,862	+ 4.0
MOUNTAIN:								
TOTAL	**4,566,628**	**+ 2.5**	**115,950**	**- 0.4**	**195,450**	**+ 93.8**	**131,596**	**+ 6.2**
ARIZONA	1,129,277	+ 3.3	6,350	- 1.6	77,987	+ 111.8	31,249	+ 5.6
COLORADO	1,224,207	+ 3.7	24,900	- 2.5	62,198	+ 94.9	38,358	+ 8.5
IDAHO	377,939	+ 1.4	24,150	+ 1.7	4,849	+ 91.2	9,156	+ 4.1
MONTANA	326,340	+ 1.0	23,650	+ 0.0	3,913	+ 90.7	8,231	+ 3.3
NEVADA	336,398	+ 0.2	2,450	- 5.8	15,956	+ 91.8	10,699	+ 4.7
NEW MEXICO	487,207	+ 3.8	12,700	+ 0.4	11,490	+ 33.6	13,702	+ 9.3
UTAH	487,063	+ 1.1	12,650	- 0.8	16,699	+ 117.8	14,349	+ 5.9
WYOMING	198,197	+ 0.1	9,100	+ 1.1	2,358	- 19.7	5,852	- 1.7
PACIFIC:								
TOTAL	**11,967,264**	**+ 0.9**	**155,835**	**- 1.1**	**242,492**	**+ 93.4**	**426,575**	**+ 4.0**
ALASKA	147,997	+ 6.1	435	+ 8.8	17,707	+ 113.6	6,713	+ 4.3
CALIFORNIA	8,801,028	+ 1.2	77,200	- 2.5	176,550	+ 106.0	324,854	+ 3.7
HAWAII	273,373	+ 1.6	3,950	+ 2.6	5,616	- 3.0	12,244	+ 6.7
OREGON	1,058,744	+ 0.9	36,650	+ 2.9	9,843	+ 27.5	29,210	+ 4.3
WASHINGTON	1,686,122	+ 2.6	37,600	- 2.6	32,776	+ 83.2	53,555	+ 4.7
U.S.A. TOTAL:	**85,130,904**	**+ 1.4**	**2,340,275**	**- 1.2**	**1,760,361**	**+ 74.9**	**2,688,418**	**+ 5.5**

SOURCES: (1) Edison Electric Institute (2) U.S. Dept. of Agriculture (3) U.S. Dept. of Commerce—Housing Units Authorized by Building Permits and Public Contracts (4) Based on information from BusinessWeek through Aug. 1983

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. Tootsie *(RCA/Columbia)*	—	1
2. Risky Business *(Warner)*	2	3
3. Raiders of the Lost Ark *(Paramount)*	1	5
4. The Making of Michael Jackson's 'Thriller' *(Vestron)* GP	5	2
5. National Lampoon's Vacation *(Vestron)*	6	3
6. Staying Alive *(Paramount)*	—	1
7. Brainstorm *(MGM/UA)*	—	1
8. Mr. Mom *(Vestron)*	—	1
9. Flashdance *(Paramount)*	4	6
10. Blue Thunder *(RCA/Columbia)* I	3	4
11. Class *(Vestron)*	—	1
12. Superman III *(Warner)*	7	3
13. Cujo *(Warner)*	19	2
14. Porky's II *(CBS/Fox)*	—	1
15. Twilight Zone—The Movie *(Warner)*	8	5
16. 48 Hours *(Paramount)*	11	8
17. Gandhi *(RCA/Columbia)* I	9	5
18. Eddie and the Cruisers *(Embassy)*	—	1
19. The Care Bears *(Family Home Entertainment)*	—	1
20. Jane Fonda's Workout *(Karl Video)*	—	14
21. The Man From Snowy River *(CBS/Fox)*	13	8
22. The Survivors *(RCA/Columbia)*	12	3
23. Dawn of the Dead *(Thorn EMI)*	15	2
24. The Grey Fox *(Media)*	21	2
25. Billy Joel Live From Long Island *(CBS/Fox)*	—	1
26. 10 to Midnight *(MGM)*	23	2
27. Beyond the Limit *(Paramount)*	—	1
28. Exposed *(MGM)*	—	1
29. Jaws III *(MCA)*	22	2
30. Delirious *(Paramount)*	18	3

Top 10 in videocassette sales

1. The Making of Michael Jackson's 'Thriller' *(Vestron)* GP	2	2
2. Raiders of the Lost Ark *(Paramount)*	1	4
3. Jane Fonda's Workout *(Karl Video)* GPI	3	20
4. Flashdance *(Paramount)*	4	6
5. Risky Business *(Warner)*	5	3
6. Staying Alive *(Paramount)*	—	1
7. Tootsie *(RCA/Columbia)*	—	1
8. Blue Thunder *(RCA/Columbia)* I	6	3
9. Class *(Vestron)*	—	1
10. 48 Hours *(Paramount)*	10	8

Top 5 in CED videodisc sales

1. Raiders of the Lost Ark *(Paramount)*	1	3
2. WarGames *(CBS/Fox)*	3	3
3. Tootsie *(RCA/Columbia)*	—	1
4. Risky Business *(Warner)*	4	3
5. Staying Alive *(Paramount)*	—	1

Top 5 in laserdisc sales

1. Raiders of the Lost Ark *(Paramount)*	1	3
2. WarGames *(CBS/Fox)*	5	3
3. The Making of Michael Jackson's 'Thriller' *(Vestron)* GP	—	1
4. Risky Business *(Warner)*	4	2
5. Octopussy *(CBS/Fox)*	2	2

G—Title has gone gold—has sold 25,000 on disc and/or cassette and has sales of at least $1 million. (RIAA/Video)
P—Title has gone platinum—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
I—Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)

VIDEO/NEW RELEASES

CBS FOX

BILLY JOEL: LIVE FROM LONG ISLAND Superstar Billy Joel translates the energy and excitement of his special New Year's performance onto video. Includes such songs as Piano Man, Allentown and You May Be Right. A special message on video for dealers and distributors from Billy Joel reveals his feelings about music. Other promotional materials are also included. *Color 80 minutes C: $29.98 CED: $19.98 LV: $29.98.*

FAMILY HOME

BEATLEMANIA—THE MOVIE Over 30 of the greatest songs of John Lennon and Paul McCartney performed by four talented musicians shown as Beatle look-a-likes. The movie pictorially and musically reflects the tumultuous events of the '60s. Point-of-purchase aids are available. The tape is under the U.S.A. Home Video label, a division of Family Home Entertainment. *Color VHS Stereo and Beta Hifi C: $39.95.*

KARL

JANE FONDA'S CHALLENGE The third volume in the Jane Fonda fitness library is geared to get people back into shape before bathing suit season commences. Included in the tape are fast-paced warm-up movements, exercises and stretching motions. Athletes and dancers who have mastered the classic Workout tape will find Challenge all that the title suggests. *Color 90 minutes C: $59.95.*

MCA

HANNA K. (1983) Jill Clayburgh stars in this emotion-packed political tale set in Israel. The gripping story of divided passions also stars Gabriel Byrne, Jean Yanne and David Clennon. *Color R 111 minutes C: $59.95.*
MERRY CHRISTMAS MR. LAWRENCE (1983) Legendary rock star David Bowie stars in this World War II drama about clashing cultures and survival. A British army officer is sentenced to a Japanese P.O.W. camp in Java where he engages in a private war of wills with the camp's commander. *Color R 124 minutes Stereo and Beta Hifi C: $59.95.*
RUMBLE FISH (1983) A story of two brothers whose relationship and their world leads to death for one and a new life for another. Starring Matt Dillon and Mickey Rourke, the film features a musical score composed by Stewart Copeland, drummer and founder of The Police. *B/W with color sequences Stereo and Beta Hifi C: $59.95 CED: $29.98 LV: $29.98.*

OTHER

ARIES Mapping out the future of the invincible Ram, this video from Mark XII Video helps give astrology followers personal guidance. Each tape will be released about a month before each Zodiac sign's birthday. *C: $29.95.*
FISHING THE DRY FLY A complete course on the most popular way to catch trout with flies, this tape from 3M is ideal for the novice as well as the expert. It is packed with information and loaded with action. *Color 60 minutes C: $79.95.*

GOLF MY WAY Jack Nicklaus, golf champion, provides step-by-step instructions for every vital element of this game. The tape, from World Vision Home Video, is designed for beginners as well as seasoned players. *Color 128 minutes C: $85.*
IRA This video program explains why an IRA investment is wise at any age. It is believed to be the first tax-deductible videocassette in existence. The tape has been released by Independent United Distributors. *C: $19.95.*
THE VIDEO SAT REVIEW An interactive presentation that is designed to boost SAT verbal and math scores, this tape comes with three study booklets, a sample exam and the do's and don't's for the parents of students planning to take the test. The tape, from Dial Productions, also helps reduce test anxiety. *120 minutes C: $125.*

PARAMOUNT

STAYING ALIVE (1983) Pulsating with musical excitement, Tony Manero (played by John Travolta) struts towards his biggest chance ever—making it at last as a top rate dancer on a Broadway stage. *Color C: $39.95.*
TRADING PLACES (1983) The hilarious Eddie Murphy portrays a street hustler who gets a chance to see the better side of life. Dan Aykroyd also stars as the wealthy, fastidious Louis Winthrope III, an executive in one of Philadelphia's leading investment firms. *Color C: $39.95 CED: $19.95 LV: $29.95.*